


Marketing/Events Committee
Minutes of the March 21, 2011 Meeting

Members Present: Council Member Laura Perkins Cox, Chair
Council Member John Willis
Council Member Rick Williams

Staff Present: Martin E. Glenn, Deputy City Manager
Jim Stone, Managing Director, Parks & Leisure Services
Lucia Arrant, Manager, Community Relations

The meeting was called to order by Chairperson Laura Perkins Cox at 5:03 p.m.

A motion was made by Council Member Rick Williams to approve the minutes from the February 15, 2011 meeting; seconded by Council Member John Willis and approved unanimously.

Update on new City Website/Facebook Page

An update was provided on the new city website with the site targeted to be complete by the end of the year. At the next meeting a report will be provided on the city's social media policies and the city's plan for a Facebook page.

Update on Marketing/Branding Program

Staff reported that a draft of the Brand Standards Guide had been received and reviewed by staff. Ongoing discussion will take place with Hahn, Texas on both the Brand Standards Guide and the "Go-to Market Plan".

Historic Downtown Marketing

Plans are to have a meeting with the downtown merchants association's representatives.

Historic Sign Preservation Ordinance

A discussion was held on the historic signs around Garland.

Film Commission Discussion

Information on the Dallas International Film Festival was distributed. A discussion was held about trying to have the Plaza Theatre in Garland be one of the sites included in the festival for 2012.

Future Agenda Items and Next Meeting

The next meeting was scheduled to begin at 5:00 p.m. on Monday, April 18, 2011.

There being no further business, the meeting was adjourned at 5:35 p.m.

Submitted by: Martin E. Glenn, Deputy City Manager

Approved by Committee: April 18, 2011

Approved by: Council Member Laura Perkins Cox, Chair