Marketing/Events Committee
Minutes of the February 15, 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

Guest Present: Council Member Preston Edwards

Chairperson Laura Cox called the meeting to order at 5:05 p.m.

A motion was made by Council Member John Willis to approve the minutes from the January 18, 2011 meeting; seconded by Council Member Rick Williams and approved unanimously.

Update on Marketing Branding Program
Staff recommended that Hahn make a branding presentation at the public hearing at the next city council meeting on March 1, 2011. Jeff Hahn, with Hahn Texas has been scheduled to make the presentation.

Naming Rights City Facilities
A report was provided on the naming rights project the City of Lewisville developed with CSL to secure naming rights for three different city facilities. After discussion it was decided for this item to be given to the Parks Board for further review and no further action was needed.

Historic Downtown Marketing
Brochures and coupon books were provided as examples of what other cities are doing in terms of marketing. A newsletter was provided from www.downtowndevelopment.com. A follow-up meeting with the Garland downtown merchants will take place.

Historic Sign Preservation Ordinance
There was no update to report.

Film Commission Discussion
The City Attorney's office has received the packet of information on ordinances for Garland to become a film friendly community. A report will be developed and will be scheduled for a future meeting.

Future Agenda Items and Next Meeting
The next meeting was scheduled for March 21st at 5:00 pm.

There being no further business, the meeting was adjourned at 4:45 p.m.

Submitted by: Martin E. Glenn

Approved by Committee: March 21, 2011

Approved by: Council Member Laura P. Cox, Chair