

GARLAND
Marketing/Events Committee
Minutes of the January 18, 2011 Meeting

Members Present: Council Member Laura P. 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: Jeff Hahn, Hahn Texas

Chairperson Laura Cox called the meeting to order at 4:03 p.m.

A motion was made by Council Member John Willis to approve the minutes from the January 4, 2011 meeting; seconded by Council Member Rick Williams and approved unanimously.

Update on Marketing Branding Program

Jeff Hahn presented an update on the status of the Marketing/Branding Program. There was discussion after the presentation and it was recommended that the new branding logo be presented to the City Council Work Session on January 31, 2011.

Film Commission

An update was provided on the Film Friendly Workshop which was recently held in Garland. The decision was made to take the policies recommended in the workshop and review those for potential application in Garland and bring suggestions back to the committee for approval.

Historic Downtown Marketing

The committee discussed the future marketing of the downtown area.

Future Agenda Items and Next Meeting

Council Member Rick Williams requested that the "Naming Rights of City Facilities" item be placed on the next meeting agenda. The next committee meeting was scheduled for February 1, 2011 at 5:00 p.m.

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

Submitted by: Martin E. Glenn

Approved by Committee: February 15, 2011

Approved by: Council Member Laura P. Cox, Chair