


Marketing/Events Committee
Minutes of the January 4, 2011 Meeting

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

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

Guest Present: Council Member Barbara Chick
Dorothy White, Public & Media Affairs Manager
Cheryl Lowdermilk, Community Relations
Jeff Hahn

Chairperson Laura Cox called the meeting to order at 4:05 p.m.

Motion made by Council Member Rick Williams to approve the minutes from the November 16, 2010 meeting; seconded by Council Member John Willis and approved unanimously.

Update on Marketing Branding Program

Jeff Hahn gave a presentation on the status of the Marketing/Branding Program. There was discussion after the presentation.

Other Agenda Items

Other agenda items: Update on SWAC Basketball Tournament 2011 – Tx. Events Trust Funding; New Event Web Site – www.visitgarlandtx.com; Super Bowl Marketing; Film Commission Discussion which were on the agenda were postponed until a later meeting.

Future Agenda Items and Next Meeting

The next meeting was scheduled for January 18 at 4:00 p.m.

There being no further business, the meeting was adjourned at 4:55 p.m.

Submitted by: Martin E. Glenn

Approved by Committee: January 18, 2011

Approved by: Council Member Laura Perkins Cox, Chair