

Members Present: Council Member Laura Perkins Cox, Chairperson

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 Barbara Chick

Chairperson Laura Perkins Cox called the meeting to order at 5:02 p.m.

A motion was made by Council Member John Willis to approve the minutes from the March 21, 2011 meeting; seconded by Council Member Rick Williams and approved unanimously.

Update on New City Website

An update was provided by staff on the timeline for the design and development of the new city website being designed by Civica.

Update on Marketing/Branding Program

Staff reported that the Brand Standards Guide was still being developed and there was ongoing work on getting an improved draft of the document. The Marketing Plan should be the next deliverables from Hahn, Texas.

Update on Other Events

Staff reported on other events that were upcoming:

- TxSWANA Exhibit April 18 20, 2012
- Professional Anglers Association April 18 23, 2012
- Texas Travel Industry Assoc. Travel Show April 27 28, 2012

Future Agenda Items and Next Meeting

The next meeting was scheduled for May 23, 2011 at 5:00 p.m. There was a request for the Sign Ordinance topic to be placed back on the agenda.

There being no further business, the meeting was adjourned at 5:25 p.m.

Submitted by: Martin E. Glenn, Deputy City Manager

Approved by Committee: May 23, 2011

Approved by: Council Member Laura Perkins Cox, Chairperson