Marketing/Events Committee
Minutes of the July 13, 2010 Meeting

Members Present: Council Member John Willis, Chair
Council Member Preston Edwards
Council Member Larry Jeffus

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

Guest Present; Jeff Hahn, Hahn,Texas
Ryan Orendorf, Hahn,Texas
Dave Roberts, CRI

Chairman John Willis called the meeting to order at 5:03 p.m.

A motion was made by Council Member Larry Jeffus to approve the minutes from the March 1, 2010 meeting; seconded by Council Member Preston Edwards and approved unanimously.

Update from Hahn, Texas on Branding and Marketing Research
John Willis called on the representative from Hahn, Texas to give a presentation on the marketing research portion of the branding process. The presentation was made by Jeff Hahn, Ryan Orendorf and Dave Roberts. The presentation summarized the results of the In-depth Interview process conducted by CRI involving 37 telephone interviews with community stakeholders, including the council members.

Film Commission Discussion
John Willis reported that a number of movies & TV series are now being filmed in Dallas. He wanted to explore opportunities for promoting more of that business in Garland. Jim Stone reported that the Dallas Film Commission has a "City Partner Program" that cities can participate in for a fee with the Dallas Film Commission. Jim Stone also noted that the Parks Department has a standardized form that is to be used whenever anyone wants to film. Larry Jeffus asked about the Texas Film Commission program. Lucia Arrant reported that she had emailed the Texas Film Commission office and requested information.

Update on Conferences/Events
Lucia Arrant gave an update on the planning process for the Professional Anglers Association Tournament for 2010 and on other conventions that have recently selected Garland as the site for their state meeting. A press release announcing Garland Events Center as the location for the SWAC Basketball Tournaments for 2011, 2012 & 2013 was distributed.

Future Agenda Items and Next Meeting
No future agenda items were submitted at the meeting. The next meeting date was not scheduled.

There being no further business, the meeting was adjourned at 5:55 p.m.

Submitted by: Martin E. Glenn

Approved by Committee: November 16, 2010

Approved by: Council Member John Willis, Chair