

Members Present: Council Member John Willis, Chair

Council Member Douglas Athas 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

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

A Motion was made by Council Member Douglas Athas to approve the minutes from the February 2, 2010 meeting; seconded by Council Member Larry Jeffus and approved unanimously.

Update on Star Spangled Celebration Event

Lucia Arrant stated that planning for the Star Spangled Celebration at Firewheel Town Center (Simon Properties) is beginning. City staff met with the Firewheel Town Center General Manager and Marketing Director to discuss the event. The estimated cost for city personnel and city services for the event is \$24,500. Firewheel Town Center is aware of the estimated amount and has agreed to the amount. Currently a "Letter of Understanding" is being developed to formalize the agreement between the City of Garland and Firewheel Town Center (Simon Properties).

Council Member Larry Jeffus directed staff to report back to the committee about the coordination between Garland and other cities (specifically Richardson) on the traffic coordination in regards to both cities' July 4th events.

Update on Branding and Marketing Strategy Process

Lucia Arrant stated that a website with information on the Branding and Marketing process should be complete within the next couple of weeks. A list of potential interviewees for the In-Depth Interviews is being developed. The City Council will be a part of the In-Depth Interviews and will be the first set of interviews. Sample questions will be provided.

Update on Ongoing Marketing Opportunities at the Docks at Harbor Point

Lucia Arrant stated that as previously announced, Garland will be the host of one of four Professional Anglers Association (PAA) Bass Pro Shop tournaments held in 2010. The date of the event is September 9-11, 2010. Lake Ray Hubbard will be hosting the Pro-Am portion of the event on September 11, 2010. Registration for the event and last day weigh-in will take place at Garland Bass Pro Shops.

The limited parking at the site was discussed and staff will be addressing those concerns as the planning for this event begins.

Marketing/Events Committee Minutes of the March 1, 2010 Meeting Page Two

Promotional Items

Council Member John Willis suggested that promotional materials such as a Restaurant List, Shopping, Calendar of Events, maps and better signage for the facilities are all items that Garland needs to address and begin developing.

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 5:45 p.m.

Submitted by: Martin E. Glenn

Approved by Committee: July 13, 2010

Approved by: Council Member John Willis, Chair