

MINUTES OF SPECIAL MEETING
OF APRIL 11, 2006
CITY COUNCIL OF THE CITY OF MEADOWS PLACE, TEXAS

The workshop meeting of the Meadows Place City Council was called to order at 6:10 p.m. by Mayor Mark McGrath at Meadows Place City Hall, One Troyan Drive, Meadows Place, Texas, with notice of said meeting giving the time, place, date and subject thereof having been posted as prescribed by Article 6252-17, V.T.A.C.S. with the following members present and in attendance:

Mayor:	Mark McGrath
Aldermen:	Terry Henley Charles Jessup Joe McCann David Piwonka Rick Staigle

thus constituting a quorum.

Also present was Charles Kulhanek, David Wilkens Carole Minor and Barry Kaplan.

Council discussed a proposed marketing program for the city with Barry Kapllan of B.J. Kaplan & Associates and Carole Minor or Encore Communications. Mayor McGrath noted this same presentation was given to Meadows EDC members in March.

Mr. Kaplan spoke first. He explained that he had a MUD background and he had worked for the company who did the study on whether or not it would be feasible for residents of The Meadows M.U.D. to incorporate as a city back in 1983. He said he and Ms. Minor worked together as a partnership – a team. Their primary goal is to promote the City of Meadows Place in a proactive way by doing an “audit” of the last five years with a survey distributed to residents. The survey would tell us what people think about Meadows Place and would enable them to drive the marketing part of the program.

Phase one of the survey would be to prepare the survey, collate the returns and publish the results. It would incorporate some historic information also such as how many second generation residents are here. If the city likes the results of phase one, phase two will be discussed.

Council will determine what will be asked in the survey and to whom it will go. It will determine what makes us different and where do we want to be and how do we get there. The program will create an identity for the city, using the Newsletter and Website as well as press announcements as tools. A flat fee with no extra expenses has been agreed upon.

Ms. Minor said there will be many stories to explore. A distribution list will be created and a strategy discussed. The survey will be a discussion of possibilities for the city. It will encourage residents to tell us what they feel and think about their city so the City Council will know what to do.

Council was asked to email their suggestions for items for the survey to the Mayor by Friday, April 21st so that he could pass them on the Mr. Kaplan and Ms. Minor so that they will be able to develop the questions for the survey and have a tentative list ready by a May 9th 6:00 p.m. workshop.

There being no further business to consider, Councilmember Jessup made a motion, seconded by Councilmember McCann to adjourn the meeting. With unanimous approval the meeting was adjourned at 7:18 p.m.

Elaine Herff, City Secretary