

MINUTES OF WORKSHOP MEETING  
OF JANUARY 23, 2006  
CITY COUNCIL OF THE CITY OF MEADOWS PLACE, TEXAS  
and  
MEADOWS ECONOMIC DEVELOPMENT CORPORATION

The joint workshop of the Meadows Place City Council and Meadows Economic Development Corporation was called to order at 6:30 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  
Charles Kulhanek  
David Wilkens

EDC members: Terry Henley  
Harry Hamilton  
Bob Graf  
Margaret Sandlin

absent was Alderman: Rick Staigle

thus constituting a quorum.

Also present were Barry Kaplan of B.J. Kaplan & Associates, Carole Minor of Encore Communications and Tom Boyles and Mary Carr, Principals of Artisan Field.

Council discussed Phase 2 of the City's marketing plan. Mayor McGrath said a subcommittee made up of himself, Councilmember Wilkens and Bob Graf met with three graphic design firms. They picked the firm of Artisan Field to develop the city's marketing campaign profile.

Mr. Kaplan introduced Mr. Boyles and Ms. Carr.

Mr. Boyles explained both he and Ms. Carr were Senior Creative Directors and Principals of Artisan Field. Together they would help to develop the city's Marketing Campaign Profile. Their goal is "to increase awareness in City of Meadows Place through a cohesively-branded marketing campaign initiated by several defined deliverables that will also lay the foundation for future applications in a variety of media. The campaign will leverage City of Meadows Place's strengths, namely its small town sense of community, its rapidly growing commercial presence (multi-story medical facility and other businesses) and sense of security. Target publics will include prospective home buyers (primarily single family), residential and commercial developers, professional people (especially medical) and private businesses interested in locating to City of Meadows Place."

Council was able to view previous Artisan Field projects and ask the team questions.

There being no further business to consider, Councilmember Jessup made a motion, seconded by Councilmember Henley to adjourn the meeting. With unanimous approval the meeting was adjourned at 7:12 p.m.

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Elaine Herff, City Secretary