

MINUTES OF WORKSHOP MEETING
OF NOVEMBER 28, 2006
CITY COUNCIL OF THE CITY OF MEADOWS PLACE, TEXAS

The special meeting of the Meadows Place City Council was called to order at 6:08 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 Kulhanek Charles Jessup Rick Staigle Dave Wilkens

thus constituting a quorum.

Also present were Carole Minor of Encore Communications and Barry Kaplan of B.J. Kaplan & Associates.

Mayor McGrath invited Mr. Kaplan to explain what Phase II of Meadows Place Marketing Program would entail. Mr. Kaplan said the entire program potentially consists of three phases. The first phase included the survey which helped to define the target audience for the marketing plan. The second phase is the planning part where a unified marketing identity is established and put into place. It is suggested that a professional designer be hired to produce a logo to be used in a new brochure to use in the marketing campaign; that a mentor program partnering long time residents with new ones be established; and that local realtors be informed about the great place Meadows Place is. Phase 2 is anticipated to take about 6 months and the Mr. Kaplan and Ms. Minor's expenses are expected to be \$6,000 per month. A Graphic Designer, the brochure, image (logo) creation and printing costs would be extra. It is important that residents understand the benefit of the marketing campaign – what it will mean for them and their property values.

Mayor McGrath and Councilmember Henley will present the proposal to the Economic Development Corporation for their recommendation.

There being no further business to consider, Councilmember Staigle made a motion, seconded by Councilmember Wilkens to adjourn the meeting. With unanimous approval the meeting was adjourned at 7:17 p.m.

Elaine Herff, City Secretary