

**PLANO CITY COUNCIL  
PRELIMINARY OPEN MEETING  
January 24, 2011**

**COUNCIL MEMBERS**

Phil Dyer, Mayor  
Lee Dunlap, Mayor Pro Tem  
Pat Miner, Deputy Mayor Pro Tem  
Ben Harris  
André Davidson  
Lissa Smith  
Harry LaRosiliere  
Jean Callison

**STAFF**

Thomas H. Muehlenbeck, City Manager  
Frank Turner, Deputy City Manager  
Bruce Glasscock, Deputy City Manager  
LaShon Ross, Deputy City Manager  
Mark Israelson, Assistant City Manager  
Diane C. Wetherbee, City Attorney  
Diane Zucco, City Secretary

Mayor Dyer called the meeting to order at 5:00 p.m., Monday, January 24, 2011, in Training Room A of the Municipal Center, 1520 K Avenue. All Council Members were present with the exception of Council Member Callison. Mayor Dyer then stated that the Council would retire into Executive Session in compliance with Chapter 551, Government Code, Vernon's Texas Codes, Annotated, in order to consult with an attorney and receive Legal Advice, Section 551.071; Personnel, Section 551.074 and to receive information regarding Economic Development, Section 551.087 for which a certified agenda will be kept in the office of the City Secretary for a period of two years as required.

Mayor Dyer reconvened the meeting back into the Preliminary Open Meeting at 6:38 p.m.

**Consideration and Action Resulting From Executive Session**

Appointment of Interim City Manager

Upon a motion made by Deputy Mayor Pro Tem Miner and seconded by Council Member LaRosiliere, the Council voted 7-0 to appoint LaShon Ross as Interim City Manager.

**2010 MP3 Presentation – Municipal Marketing Strategy and Plan**

Compensation and Benefits Manager Covey spoke to selection of CSL/CSL Marketing Group to develop a municipal marketing strategy and plan.

Bill Rhoda, President of CSL, spoke regarding factors to consider when creating a marketing strategy including the City's location, demographics, employers and municipal assets. He spoke to the number of visitors to various park/library locations and potential limitations including the sign ordinance which prohibits off-premises advertising. Mr. Rhoda spoke to the background of municipal marketing and the different types including corporate partnerships, naming rights, branding initiatives and category exclusivity. He reviewed examples and recommended, based on assets, a multi-tiered partnership approach, *The Plano Star Partnership Program*, to combine elements of traditional municipal marketing and form packages that are more diverse and wide-reaching. Mr. Rhoda recommended targeting 4-5 corporate partners at an average of \$230,000 per year. Brad Alberts, Principal of CSL spoke to leveraging facilities to increase recognition of an overall package and the need to be transparent regarding revenue usage. He spoke to providing participants with opportunities for signature places, signage, web site presence and identification in all media purchases and collateral materials. Matt George of Tractor Beam presented a design for the program and provided examples of its use. Mr. Rhoda spoke to the next steps including development of collateral/presentation materials, sponsorship agreements, prospects listing, sales and execution. Mr. Alberts responded to the Council that the partnership program would not preclude other opportunities for individual sponsor relationships and to determining participation. The Council requested a future agenda item to discuss details of the program.

### **Presentation and Discussion Regarding Proposed Improvements to US 75 and President George Bush Turnpike**

This item was pulled and held for the February 14, 2011 meeting.

### **Comprehensive Monthly Financial Report**

This item was pulled and held for the February 14, 2011 meeting.

### **Council items for discussion/action on future agendas**

No items were discussed.

### **Consent and Regular Agendas**

No items were discussed.

Nothing further was discussed. Mayor Dyer adjourned the Preliminary Meeting at 7:04 p.m.

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**Phil Dyer, Mayor**

ATTEST:

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Diane Zucco, City Secretary