

**PLANO CITY COUNCIL**  
**Special Called Session**  
**December 10, 2012**

**COUNCIL MEMBERS PRESENT**

Phil Dyer, Mayor  
Lissa Smith, Mayor Pro Tem  
Ben Harris, Deputy Mayor Pro Tem  
Pat Miner  
André Davidson  
James Duggan  
Patrick Gallagher  
Lee Dunlap

**STAFF**

Bruce Glasscock, City Manager  
Frank Turner, Deputy City Manager  
LaShon Ross, Deputy City Manager  
Diane C. Wetherbee, City Attorney  
Diane Zucco, City Secretary

Mayor Dyer convened the Council into the Special Called Session on Monday, December 10, 2012 at 5:00 p.m. in Training Room A of the Plano Municipal Center, 1520 K Avenue. A quorum was present.

**Discussion and Direction Regarding Marketing Plano**

Steve Atkins, President of The Atkins Group, spoke regarding brand development and sessions held with internal and external stakeholders to determine how Plano is viewed, its benefits, persona, and ideal vision for the future. He spoke to the brand discovery process which includes determining an entity's product or service, benefits and promise. Mr. Atkins presented a proposed promise, "A community that supports the pursuit of excellence" and a tagline, "People Connect Here" for which the Council expressed support. He spoke to future discussion regarding possible logos and the Council requested input from the school district and chamber of commerce.

Nothing further was discussed. Mayor Dyer adjourned the meeting at 5:56 p.m.

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**Phil Dyer, MAYOR**

ATTEST:

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Diane Zucco, City Secretary