

TCMA 100 Year Celebration Task Force

April 5, 2023, 10:00 a.m.

Virtual Meeting

Members of the Task Force present: Chair Opal Mauldin-Jones, City Manager, Lancaster; Vice Chair James Stokes, City Manager, Deer Park; Jay Abercrombie, City Manager, Henderson; Rickey Childers, Life Member; Ron Cox, Life Member; Emily Crawford, City Manager, Brownwood; Jesus Garza, City Manager, Victoria; Paulette Hartman, Deputy City Manager, North Richland Hills; Dan Johnson, Distinguished Member; David Landis, City Manager, Perryton; Joe Price, City Manager, Canyon; Elena Quintanilla, City Manager, Ransom Canyon; Cori Reaume, Interim City Administrator, Aurora; Jason Reynolds, City Manager, Baytown; Sara Robinson, Assistant City Manager, Deer Park; Imelda Speck, Senior Manager of Housing and Redevelopment, Irving; Joe Vera, Assistant City Manager, McAllen; Monique Vernon, Director of Development Services, Selma; Ashley Wayman, City Administrator, Rollingwood; John Whitsell, City Administrator, Chandler; Brooke Witcher, Assistant City Manager, Lubbock; and Trey Yelverton, City Manager, Arlington

TML Staff: Kim Pendergraft, Jen Stamps, and Kirsten Davis

Committee Chair Opal Mauldin-Jones called the meeting to order at 10:00 a.m. and thanked the Task Force members for attending.

1. Conference Branding and Graphics

Jen Stamps led the discussion and generated ideas from the Task Force.

- Nothing too formal
- Elegant in a fun way
- Traditional with a modern twist
- Not too traditional, but reflective of the tradition of the association
- Incorporate the TCMA logo and transition into a new logo
- Have an event-based theme with the logo and include a newly styled future logo
- Color ideas included silver, metallic, and TCMA blue and red
- Include the shape of Texas
- Incorporate a tagline
 - Reflecting on the Past and Working Forward to the Future
 - 100 Years of Service
 - 100 Years of Servant Leadership
 - Honoring the Past, Shaping Our Future
- Descriptive words to generate ideas included stable, sturdy, civic minded, and reflective of the Athenian Oath

Opal Mauldin-Jones will present ideas to the Board and discuss their vision regarding a conference theme, tagline, and updating the TCMA logo. It was suggested that Task Force members develop ideas based on Board feedback.

2. Historical Book

The Task Force generated ideas to capture the history of the association.

- A physical memento and swag are important
- Small-sized hardcover book
- Colors going from black and white moving into color and QR codes for video
- Include significant updates from the history book *City Government That Works*

Jen Stamps can research printing costs. Discussion will continue on the distribution of the books, including advanced and onsite Conference sales and incorporating the cost of the books in the registration fee.

3. Capturing TCMA Region History

Opal Mauldin-Jones stated that the Task Force region representatives will be critical for providing history of their regions.

Each TCMA president leading up to the Conference can inform regions during their visits and discuss each year at the Board and Region President Orientation.

Other ideas included a location to drop stories off at the TCMA Annual Conference and video key people at future Conferences.

Kim Pendergraft will coordinate a time for Task Force region representatives to meet and develop question prompts to help with uniformity across regions. Kim will also coordinate the next meeting of the full Task Force to take place following the 2023 TCMA Annual Conference.

The meeting adjourned at 11:00 a.m.