

Advocacy Committee
September 5, 2019, 10:00 a.m.
Conference Call

Members of the Task Force present at the meeting included: Chair Kelly Kuenstler, City Manager, Leon Valley; Michael Ross, Assistant City Manager, Granbury; David Landis, City Manager, Perryton; Suzette Williams, City Administrator, Idalou; Michael Kovacs, City Manager, Fate; Ed Broussard, City Manager, Tyler; Joseph Pace, City Manager, Pace; Andrew Munoz, Assistant City Manager/Airport Director, Weslaco; James Childers, Assistant City Manager, Irving; Bret Haney, City Administrator, Cockrell Hill; Robbin Kersey, Business Development, KSA; Bill Lindley, Town Administrator, Highland Park; Cassie Muske, Main Street Manager Brenham; Shelli Siemer, Deputy City Manager, Plano; Scott Swigert, Assistant City Manager, Mont Belvieu; Ashley Wayman, City Secretary, Rollingwood; Jennifer Wichmann, Assistant City Manager, Arlington; Stephen Williams, Assistant City Manager, Conroe; Bill Yenne, City Manager, Lake Jackson

TML staff: Kim Pendergraft

Chair Kelly Kuenster called the meeting to order at 10:00 a.m. and thanked the Committee members for participating.

Kelly reviewed and clarified the objectives of the Committee and noted that they will be further discussed and reviewed at the November 8 meeting. Michael Ross provided a historical context of the Committee including two campaigns, *Local, Texas* and *Our Town, Our Decisions*. The TCMA Board handed off each campaign to TML to avoid conflict with the TCMA Code of Ethics. Kelly will discuss this with the TCMA Board to provide guidance for the Advocacy Committee as they review Committee objectives.

The Committee discussed the *Life, Well Run* video and the new ICMA video, *Local Government That Works: The Council-Manager Form of Government*. Kelly collected feedback from Committee members to share with the Board. **The overall consensus of the Committee was the *Life, Well Run* video works best on the TCMA homepage as it has a feel good message. The new video has an educational focus and could reside in a different location to provide additional information on the council-manager form of government.**

Kim Pendergraft will send the Committee the November 8 agenda and objectives for the marketing campaign.

The meeting adjourned at 10:40 a.m.