

Advocacy Committee
March 23, 9:00 a.m.
Texas Municipal Center
Luther Jones Conference Room

Members of the Task Force present at the meeting included: Chair Michael Ross, Assistant City Manager, Granbury; Vice Chair Scott Sellers, City Manager, Kyle; Darwin Archer, City Manager, Cisco; Micah Grau, Assistant City Manager, Buda; Scott Wayman, City Manager, Live Oak, Michelle Rivera, Assistant City Manager, McAllen, Ben Brezina, Interim Assistant City Manager, Frisco; Lea Davila, City Manager, Friona; Randall Heye, Assistant City Manager, Ennis; Michael Kovacs, City Manager, Fate; Taylor Lough, Assistant to the City Manager, Richardson

TML staff: Kim Pendergraft

Chair Michael Ross called the meeting to order at 9:00 a.m. and thanked the Committee members for participating.

Michael reviewed the Advocacy Committee objectives for the 2016-2018 Strategic Plan. He provided a background of the two campaigns the Pay It Forward Task Force developed. The first campaign, *Don't Tread On Me*, was developed and is now overseen by the Texas Municipal League. The second campaign, *City Management Matters*, was developed to promote the council-manager form of government.

The Committee reviewed survey feedback on the video, print ads, campaign slogan, and new TCMA logo/brand. The Committee was positive about the overall concept and format. The Committee recommends to the Board the following considerations:

Video

Include police and fire footage.
Remove the server room.
Remove the courthouse (county feel).
Remove large construction (corporate feel).
Stock footage doesn't help provide a genuine feel.
Picture of the council chamber should be a Texas city.
The overall feel of the video should highlight Texas.

Print Ads

Replace the ads that included buildings (corporate feel) and the highway (TXDOT).
TML staff can assist with ad graphics.

Campaign Slogan

Professional Management
Remove reference to "matters."

Logo/Branding

The current draft is too plain, and there was no consensus on a red or blue color scheme.
The Region 10 logo received positive feedback.

The meeting adjourned at 10:30 a.m.