

MINUTES
RICHARDSON CITY COUNCIL
WORK SESSION MEETING
OCTOBER 17, 2016

• **Call to Order**

Mayor Voelker called the meeting to order at 6:00 p.m. with the following Council members present:

Paul Voelker	Mayor
Mark Solomon	Mayor Pro Tem
Bob Townsend	Councilmember
Scott Dunn	Councilmember
Mabel Simpson	Councilmember (<i>arrived at 6:26 p.m.</i>)
Marta Gomez Frey	Councilmember
Steve Mitchell	Councilmember (<i>arrived at 6:08 p.m.</i>)

The following staff members were also present:

Dan Johnson	City Manager
Don Magner	First Assistant City Manager
Kent Pfeil	Chief Financial Officer
Cliff Miller	Assistant City Manager Development Services
Shanna Sims-Bradish	Assistant City Manager Admin/Leisure Services
Aimee Nemer	City Secretary
Taylor Lough	Assistant to the City Manager
Greg Sowell	Director of Communications

The following consultants were also present:

Gail Cooksey, President and Founder, Cooksey Communications
Colby Walton, Executive Vice President and Partner, Cooksey Communications

WORK SESSION – 6:00 PM, RICHARDSON ROOM

A. VISITORS

There were no visitors comments submitted.

**C. REVIEW AND DISCUSS COMMUNICATION STRATEGIES RELATED TO
BRANDING AND MARKETING RICHARDSON**

Greg Sowell, Director of Communications; Gail Cooksey and Colby Walton, Cooksey Communications; briefed Council on this item. They reviewed the definitions and differences between branding, logos, and taglines; Richardson's logo history, a needs assessment, and recommendations to undertake a limited branding study to focus on a brand refresh rather than a total repositioning.

D. REVIEW AND DISCUSS THE 2017 RICHARDSON LEGISLATIVE AGENDA

Taylor Lough, Assistant to the City Manager, briefed Council on this item reviewing the proposed 2017 Legislative Agenda that establishes policy direction for general topics that could affect the City such as transportation, economic development, finance, water, development, public safety, parks, library, higher education, and public education.

E. REPORT ON ITEMS OF COMMUNITY INTEREST

Mayor Voelker commented on a successful Pawtoberfest and said that staff would be evaluating the event.

EXECUTIVE SESSION

In compliance with Section 551.074 of the Texas Government Code, Council will convene into a closed session to discuss the following:

- Personnel
 - Evaluation of the City Manager

Council Action

Council convened into Executive Session at 8:20 p.m.

RECONVENE INTO REGULAR SESSION

Council will reconvene into open session, and take action, if any, on matters discussed in Executive Session.

Council Action

Council convened into Regular Session at 9:30 p.m. There was no action as a result of the Executive Session.

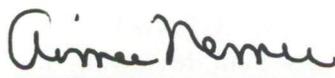
ADJOURNMENT

With no further business, the meeting was adjourned at 9:30 p.m.



MAYOR

ATTEST:



CITY SECRETARY