

AGENDA
QUARTERLY JOINT WORKSESSION
BENBROOK CITY COUNCIL
BENBROOK PLANNING & ZONING COMMISSION
BENBROOK ZONING BOARD OF ADJUSTMENT
BENBROOK PARKS & RECREATION BOARD
BENBROOK ECONOMIC DEVELOPMENT CORPORATION
BENBROOK LIBRARY DISTRICT
BENBROOK WATER AUTHORITY

BENBROOK SENIOR CITIZENS CENTER
1010 MERCEDES STREET
BENBROOK, TEXAS
THURSDAY, APRIL 22, 2010
7:00 PM

COMMUNITY MARKETING/BRANDING

- I. Introductions

- II. Community Marketing Cathy Morris
 - a. Benbrook marketing efforts
 - b. Branding as part of Community Marketing

- III. Municipal Branding Lisa Mac, GoGo Creative
 - a. Branding essentials
 - b. Branding strategy and research methodology
 - c. Branding examples, insights, and success stories
 - d. Q & A

- IV. General Discussion

- V. Adjourn

THIS FACILITY IS WHEELCHAIR ACCESSIBLE. FOR ACCOMMODATIONS OR TO INFORM US OF INACCESSIBILITY TO THIS MEETING, PLEASE CONTACT ANDY WAYMAN, CITY MANAGER, AT 817-249-3000. FOR SIGN INTERPRETIVE SERVICES, PLEASE CALL 48 HOURS IN ADVANCE.