

**MEETING MINUTES**

**OLD TOWN LEWISVILLE TASK FORCE  
AUGUST 21, 2019**

**TONIC3 OFFICES  
151 W. WALTERS STREET  
LEWISVILLE, TX 75057**

**REGULAR SESSION – 12:30 P.M.**

---

Roll Call:

Committee Members Present:

Cynthia Dearburger  
Kristin Green  
Robert Maxey  
Amanda Ferguson  
Natasha Dehart  
Heather Cicirello  
Ronda Owens

Committee Members Absent:

City Staff Present:

Jason Moore, ED Director  
Drew Christ, ED Specialist  
Phyllis Cox, Marketing Manager  
Matt Martucci, Public Information Officer

- 1. Call to Order**  
12:38 P.M. – Quorum Present
- 2. Discussion, Exercise, and Presentation led by Tonic3**
  - **Old Town Identity Collaborative Exercise**
  - **Presentation of Learning and Themes Uncovered from Stakeholder Input**
  - **Targeting Review and Agreement**
  - **Value Proposition Exercise**

Tonic3 gave a presentation

**NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS**

The Lewisville City Hall & Community Development Conference Room are wheelchair accessible. Access to the building and special parking are available at the front entrance along Church Street. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the Economic Development Office at (972) 219-3455 or by FAX (972) 219-3698 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

- Building a Brand: overview
- Old Town Identity: exercise where each member used magazines to cut out things that related to Old Town to them. Then, each person stood by their images to explain why they selected them.
  - Themes:
    - Community
    - Arts/Entertainment
    - Pride
    - History
- Tonic3 gave an update on what they learned from the stakeholder input
- Tonic3 led a discussion on tapestry segmentation and asked the group to identify which groups they thought the Old Town brand needed to attract
  - Professional Pride
  - Young and Restless
  - Parks & Rec

No Action taken

### 3. Adjournment

Certified by Chair Green (9/9/2019):




---

**NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS**

The Lewisville City Hall & Community Development Conference Room are wheelchair accessible. Access to the building and special parking are available at the front entrance along Church Street. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the Economic Development Office at (972) 219-3455 or by FAX (972) 219-3698 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.