

MEETING MINUTES

OLD TOWN LEWISVILLE TASK FORCE FEBRUARY 13, 2019

CITY HALL
151 WEST CHURCH STREET
LEWISVILLE, TEXAS
1ST FLOOR CITY COUNCIL WORKROOM

REGULAR SESSION – 6:30 P.M.

Roll Call:

Committee Members Present:

Amanda Ferguson
Robert Maxey
Heather Cicirello
Natasha Dehart
Kristin Green
Kory Walker
Ronda Owens

Committee Members Absent:

Cynthia Dearburger
Robby Rahmani

City Staff Present:

James Kunke, Director of Community Relations and Tourism
Jason Moore, Economic Development Manager

1. **Call to Order** – TIME 6:36 P.M.
2. **Consideration and Approval of the October 25, 2018 Meeting Minutes**

MOTION: Motion was made by Amanda Ferguson and seconded by Robert Maxey to approve the October 25, 2018 meeting minutes.

Motion carried by a vote of 7-0

3. **Discussion of the qualified proposals for the Branding/Marketing RFP**

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

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(James Kunke/Jason Moore)

– Presentation and Group Discussion

First - James Kunke gave update on process

-need to set up interviews by end of month/early March

-Ones you don't want

-Belmont Icehouse (out) didn't like examples other than Addison

-Darwin (out)

-Dickie & Associates (out)

-Glass House Strategy (out)

-North Star (out) - no projects listed

-Eisenberg (out) - boilerplate template, EDC only

-Mesh (out) after discussions

-Brandera (out) after discussions

Discuss remaining 5

1. Brandera - liked experience - downtown Arlington - logos - don't like Arlington Chamber - didn't like pricing structure - middle of road candidate
2. Civic Brand - don't have the wow factor - have different types of projects as examples such as planning - project examples not really relative to where we are - they are actively working in old town
3. Destination Innovate - first slide, not impressive - not huge fan of recent projects - like them because have project team that lives here in Lewisville and regionally - overall though positive marks
4. Mesh - 50% of scope of invoice up front and would be reimbursed for fees for travel - out of area - underwhelmed by group - like their logos - eliminate on price structure and location (Louisiana)
5. Tonic 3 - proximity to Old Town - appreciate their professionalism - not a ton of experience with civic organizations - different approach than others - best looking proposal - a lot at stake and motivation - contract negotiations are needed if proceed based on comments in proposal - three peoples number 1- only concern is will they have a new perspective as compared to outsiders

Interviews

1. Tonic 3
2. Destination Innovate
3. Civicbrand

Scoring exercise, led by James Kunke:

Civic Brand - can't compare pricing apples to apples, familiar with Old Town since doing Social media campaign

Destination Innovate - hotel tourism stuff, didn't provide clear responses, other company used to design logos (lower score)

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Tonic 3 - good experience but not specific to civic, strongest point with hands on approach and rapid response, everyone else's approach was more vanilla, not strong on logos, solid on brand development, staff assigned to project is local and office here in Old Town, penalization on being late in response

Belmont - liked their graphics, survey approach is plain like everyone's, only positioned the Addison not creative design, above the ones that didn't show any logos but not as high as ones that did provide logos

Brandera - do not like some of the graphics, or logos, had to come back a second time on other projects,

Darwin - too many words and out of state, three companies working together in alliance, research portion was hard to find, no logos, very generic and not relevant to Old Town, didn't know who was going to work with us,

Dickie and Associates - grammatical errors - misspelled Lewisville, poor resolution on presentation, branding spelled "brandingg", listed people from different companies, lots of text

Eisenberg - lots of EDC projects but not too relevant, group liked the Sachse project, used boilerplate template, logos were okay, didn't specify who would be assigned, didn't give enough data to know if they would meet deadlines

Glass House Strategy - misspelled university, had experience in Plano but didn't like how it turned out, didn't show any logos, more social media campaign than branding, all text in proposal, no one was specifically mentioned as staff for this project

Mesh - started out talking about Old Town in beginning then moved to Lewisville as a whole and never went back to Old Town, had really good logos and design, not specific on how they would work with us

North Star - talked about doing a trademark search, follow up was included, no logo examples, no relevant experience presented, didn't address the criteria clearly,

Top 3 to interview based on scoring

1. Tonic
2. Destination Innovate
3. Civic Brand

Dates for Interview: March 4th and/or March 5th during time frame of 9:00AM to 2:00PM, 30 minute presentation addressing committee questions, then 15 minutes for follow up.

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4. Consideration and Recommendation for Interviewing Firms

MOTION: Motion was made by Amanda Ferguson and seconded by Robert Maxey to move forward with interviewing Tonic 3, Destination Innovate, and CivicBrand.

Motion carried by a vote of 7-0

5. Discussion of Interview Dates and Times

Group discussion and consensus was March 4, 2019 at 9:30, 10:30, and 11:30.

6. Adjournment

MOTION: Motion was made by Natasha Dehart and seconded by Heather Cicirello to adjourn.

Motion carried by a vote of 7-0

Certified by Chair Green (3/7/19):



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