



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

**MEETING MINUTES**

**OLD TOWN LEWISVILLE TASK FORCE  
SEPTEMBER 9, 2019**

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

**REGULAR SESSION – 12:30 P.M.**

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Roll Call:

Committee Members Present:

Cynthia Dearburger  
Kristin Green  
Robert Maxey  
Amanda Ferguson  
Natasha Dehart

Committee Members Absent:

Heather Cicirello  
Ronda Owens

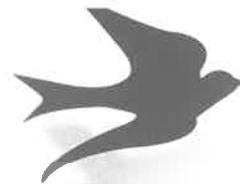
City Staff Present:

James Kunke, Community Relations and Tourism Director  
Jason Moore, ED Director  
Phyllis Cox, Marketing Manager  
Matt Martucci, Public Information Officer

1. **Call to Order**  
Called to Order at 12:37PM – Quorum Present
2. **Consideration and Approval of Minutes**  
Minutes for the March 4th, March 7th, June 20th, and August 21  
Motion to approve by Amanda Ferguson and seconded by Robert Maxey, Motion approved 5-0
3. **Discussion and Presentation led by Tonic3**

**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.



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- Preliminary direction for brand proposition, supporting narrative, and reasons to believe
- Outline of resident / visitor target strategy and key considerations
- Brand positioning early visual concepts and supporting creative elements (styling, look and feel)

Tonic3 gave a presentation over the abovementioned topics.

4 brand neighborhoods emerged:

1. Quality of life
2. Craftsmanship
3. Community
4. Re-generation

General discussion by the committee

- Liked the images and felt the quality and craftsmanship boards are where Old Town is today but the Reinvigorate represented where we want Old Town to be

Tonic3 presented a value proposition that the committee found favorable

Redefined target audience:

- Shared Experience Seekers (Young and Restless)
- Professional Life Wranglers (Professional Pride)
- Practical Comfort Creatures (Parks & Rec)

Brand Logo & Design topic by Tonic3

- Committee likes colors in the quality of life images
- Committee likes the contrast of color in craftsman
- Committee is not favorable of the green and purple colors in official city logo

Committee and Tonic3 agreed for next meeting to be on September 30, 2019 at 12:30PM.

#### 4. **Adjournment**

Adjourned at 1:45PM

Certified by Chair Green (9/30/2019):

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