

**DUNCANVILLE LOGO DESIGN ADVISORY COMMITTEE  
REGULAR MEETING  
JANUARY 22, 2018**

A regular meeting of the Duncanville Logo Design Advisory Committee was held on Monday, January 22, 2018, at 6:00 PM in the City Council Briefing Room located at City Hall.

Committee Members in attendance:

Buddy Shepherd	Committee Member
Gale Sliger	Committee Member
Pat Weaver	Committee Member
Sharon Karger	Committee Member

Committee Members not in attendance:

Ben Carlton	Committee Member
Linda Lydia	Committee Member
Sonia Pritchard-Smith	Committee Member

City Council Members Present: There were no City Council Members present.

Staff Present: Director of Economic Development; Jessica James, Director of Parks and Recreation; Bart Stevenson, Parks Superintendent; Timothy Hamilton, Public Information Officer; Cody Bainter, and Economic Development Coordinator, Cynthia D. Williams

Guests Present: Jordan Wollman, and Jeff Wollman; Misfit Brands

The meeting was called to order by Ms. James at 6:07 PM.

Ms. Sliger offered the Invocation.

***ITEM NO. 1 INTRODUCTION.***

Ms. James welcomed everyone to the meeting, and allowed Guests, Staff, and each committee member present an opportunity to introduce themselves.

Ms. James reported that for the last two years, a new city logo has been an ongoing topic of discussion from Council and Staff, and that this is one of Council's goals. During the budget process, Council requested that Staff move forward with this project.

The goal is to create a strong brand that can be utilized across all departments. Some departments have their own uniqueness, but it is the hope of Staff that a unique brand can be found for the entire community that can be used for recruitment, and marketing purposes.

The cost for the initial agreement, which encompasses creating the new logo, is \$12,000. The second step of branding will require an additional charge. The process of implementing a new logo will take a lot of time, and it will be done through attrition. This process must be budgeted in phases, which most cities do over a few years.

***ITEM NO. 2 HOLD ELECTION FOR DUNCANVILLE LOGO DESIGN ADVISORY COMMITTEE PRESIDENT.***

After discussion, Committee Member Buddy Shepherd was elected as the President. Once elected as President, Mr. Shepherd took over conducting the meeting.

***ITEM NO. 3 RECEIVE A PRESENTATION FROM MISFIT BRANDS AND PARTICIPATE IN LOGO DESIGN EXERCISE.***

Jordan Wollman stated that he and Jeff Wollman have extensive experience branding municipalities, EDCs, and CVBs. Additionally, they have both worked with high-profile museums, attractions, and non-profit organizations. After relationships with other companies, Jordan and Jeff split off and started Misfit Brands to focus on the part of the process they are uniquely suited for and love the most: Branding.

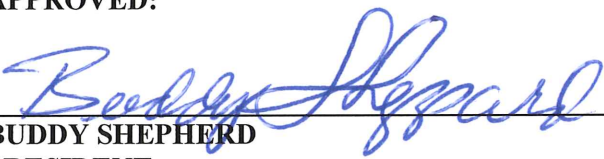
Jordan reported that Misfit Brands has met with City Staff twice to gain a baseline understanding of Duncanville's strengths, weaknesses, opportunities, and potential threats. The Consultants are here tonight to meet with the Committee to clarify and prioritize the goals, understand the demographics, economics, and political landscape; outline the branding process; and set clear mutual expectations. From these meetings, the Consultants will take what they have learned and develop some statements to present at a Town Hall Meeting scheduled to take place tomorrow night. Misfit Brands will also create an online survey for both the City Staff and the community to take. These will help the Consultants better understand how the City sees itself from both perspectives. After that, the Consultants will take this information and compile the online survey and citizen meeting results, and review them along with the next steps with the Committee at the next Duncanville Logo Design Advisory Committee meeting. Staff will notify the Committee via email of the next meeting date and time.

The Consultants had Committee Members participate in a couple of exercises to allow them the opportunity to understand from their perspective what Duncanville was, is, and should be.

***ADJOURNMENT***

***The meeting adjourned at 7:53 PM.***

**APPROVED:**

  
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**BUDDY SHEPHERD**  
**PRESIDENT**

**ATTEST:**

  
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**CYNTHIA D WILLIAMS**  
**ECONOMIC DEVELOPMENT COORDINATOR**