

**DUNCANVILLE LOGO DESIGN ADVISORY COMMITTEE  
REGULAR MEETING  
APRIL 30, 2018**

A regular meeting of the Duncanville Logo Design Advisory Committee was held on Monday, April 30, 2018, at 3:30 PM in the City Council Briefing Room located at City Hall.

Committee Members in attendance:

Buddy Shepherd	President
Gale Sliger	Committee Member
Pat Weaver	Committee Member
Sharon Karger	Committee Member
Linda Lydia	Committee Member
Sonia Pritchard-Smith	Committee Member

Committee Members not in attendance:

Ben Carlton	Committee Member
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City Council Members Present: There were no City Council Members present.

Staff Present: Director of Economic Development, Jessica James; and Economic Development Coordinator, Cynthia D. Williams

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

The meeting was called to order by Mr. Shepherd at 3:37 PM.

Ms. Karger offered the Invocation.

***ITEM NO. 1 CONSIDER APPROVAL OF THE DUNCANVILLE LOGO DESIGN ADVISORY COMMITTEE MINUTES FOR THE MEETING HELD ON JANUARY 22, 2018.***

Ms. Williams read the minutes of January 22, 2018, into record. Ms. Sliger made a motion to approve the minutes as presented with one correction to Item No. 3, seconded by Ms. Karger, the motion passed unanimously.

***ITEM NO. 2 RECEIVE AND DISCUSS MISFIT BRANDS COMPILED ONLINE SURVEY AND CITIZEN MEETING RESULTS.***

Jeff Wollman reported that Misfit Brands has done quite a bit of research up to this point to try to understand what it is that makes Duncanville unique especially in the DFW market. They conducted a Steering Committee SWOT Analysis, participated in a City Town Hall Meeting, and created an Online Survey for the community. They tabulated the results, and are here tonight with some thoughts and recommendations based on the things they have learned and heard from citizen input, and would like to receive feedback from the Committee regarding this information. From there, they will be able to develop logos and taglines that will apply to a positioning statement.

The Committee had further/questions discussion.

Misfit Brands will continue to work with Staff and the Committee, and will have visuals to show at the next Duncanville Logo Design Advisory Committee Meeting.

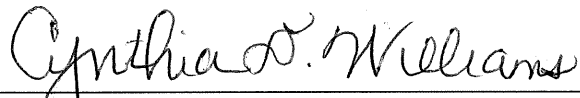
**ADJOURNMENT**

*The meeting adjourned at 4:56 PM.*

**APPROVED:**

  
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**BUDDY SHEPHERD**  
**PRESIDENT**

**ATTEST:**

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