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AGENDA

SPECIAL MEETING AND WORK SESSION OF THE CITY COUNCIL

5:30 PM

JUNE 10, 2013

ADDISON FINANCIAL BUILDING | 5350 BELT LINE ROAD |
DALLAS, TX | 75254

Item Discussion and consideration of approval of our revised
#WS1 - Rebranding Positioning Statement.

Recommendation:

Administration recommends approval.

Item Discussion of the Town Budget and Strategic Plan,
#WS2 - including Council goals and objectives.

Adjourn Meeting

Posted:
Chris Terry, 06/07/13, 5:00pm

THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS

**WITH DISABILITIES. PLEASE CALL (972) 450-2819 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

Council Agenda Item: #WS1

AGENDA CAPTION:

Discussion and consideration of approval of our revised Rebranding Positioning Statement.

FINANCIAL IMPACT:

The Rebranding project was approved by Council for the FY '12-'13 budget for the amount of \$60,000. The Positioning Statement that will be discussed on Monday, June 10 is part of the Rebranding project.

BACKGROUND:

This will be a follow-up discussion on our Rebranding Positioning Statement from the May 6 Work Session. The Positioning Statement that will be presented on Monday, June 10, was revised based on Council feedback, and will be presented for discussion and consideration of approval.

RECOMMENDATION:

Administration recommends approval.

COUNCIL GOALS:

Create raving fans of the Addison Experience, Maintain and enhance our unique culture of creativity and innovation, Attract new businesses to Addison, Brand Protection and Enhancement, Fully integrate the Arts as part of our brand, Enhance sense of community for all stakeholders/Expand Volunteer Opportunities

ATTACHMENTS:

Description:

Type:

No Attachments Available

Council Agenda Item: #WS2

AGENDA CAPTION:

Discussion of the Town Budget and Strategic Plan, including Council goals and objectives.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

N/A

COUNCIL GOALS:

Mindful Stewardship of Town Resources, Maintain and enhance our unique culture of creativity and innovation, Identify opportunities for improved governance

ATTACHMENTS:

Description:

Type:

No Attachments Available