

**PLANO CITY COUNCIL
PRELIMINARY OPEN MEETING
August 25, 2014**

COUNCIL MEMBERS PRESENT

Harry LaRosiliere, Mayor
Ben Harris, Deputy Mayor Pro Tem (arrived at 6:47 p.m.)
Pat Miner
André Davidson
Jim Duggan
Patrick Gallagher
David Downs

COUNCIL MEMBERS ABSENT

Lissa Smith, Mayor Pro Tem

STAFF PRESENT

Bruce Glasscock, City Manager
Frank Turner, Deputy City Manager
LaShon Ross, Deputy City Manager
Jim Parrish, Deputy City Manager
Paige Mims, City Attorney
Lisa C. Henderson, City Secretary

Mayor LaRosiliere called the meeting to order at 5:00 p.m., Monday, August 25, 2014, in Training Room A of the Municipal Center, 1520 K Avenue. A quorum was present. Mayor LaRosiliere then stated that the Council would retire into Executive Session in compliance with Chapter 551, Government Code, Vernon's Texas Codes, Annotated in order to consult with an attorney and receive Legal Advice, Section 551.071; to receive information regarding Economic Development, Section 551.087; Real Estate, Section 551.072; and to discuss Personnel, Section 551.074 for which a certified agenda will be kept in the office of the City Secretary for a period of two years as required.

Mayor LaRosiliere reconvened the meeting back into the Preliminary Open Meeting at 6:20 p.m. in the Senator Florence Shapiro Council Chambers.

Consideration and action resulting from Executive Session

No items were brought forward.

Marketing and Community Engagement Update

Director of Marketing and Community Engagement Vail-Grube presented a brief video promoting Plano. She spoke to the Marketing and Community Engagement Department's 12 staff member's support of 26 City departments for marketing, digital communication and community engagement. Ms. Vail-Grube stated marketing is provided externally to citizens with a weekly newsletter and internally to employees through a weekly newsletter, intranet, and employee events. She reported avenues of digital communication include the website, Plano TV, City Call, Fix It Plano, and Plano Town Halls. Ms. Vail-Grube advised the City communicates with citizens via Facebook, Twitter, You Tube, and Instagram. She stated community engagement is achieved through the HOA Presidents Council and Citizens Academy. Ms. Vail-Grube spoke to program successes and the accolades the programs have received. She updated the Council on future programs including a MyPlano app, TEDexPlano 2015, and additional Plano TV programming and improvements.

Media Relations Update

Director of Media Relations Stoler spoke to the Media Relations Department's responsibilities of cultivating relationships and communicating effectively with media outlets, developing and conducting media training for staff, and developing media stories. He stated a main goal is to share Plano's story beyond the region. Mr. Stoler reported dozens of stories have been generated in the last eight months, including Plano being included in a TIME Magazine special book of the ten healthiest cities and highlighted positive stories related to Plano. He advised media training has been beneficial for staff in handling difficult situations with the press and working with the Marketing and Community Engagement Department is essential to disseminating vital information. Mr. Stoler spoke to the media marketing contract with Vocus to track media coverage of Plano, including estimating public relations value of the coverage, and the new online press kit available to media outlets. He stated on average there are eleven Plano stories in the media each week with a majority of the stories being positive. Mr. Stoler advised Plano is cooperative, transparent, and efficient when dealing with the media.

Council items for discussion/action on future agendas

No items were discussed.

Consent and Regular Agendas

No items were discussed.

Nothing further was discussed. Mayor LaRosiliere adjourned the meeting at 6:56 p.m.

Harry LaRosiliere, MAYOR

ATTEST:

Lisa C. Henderson, City Secretary