

**PLANO CITY COUNCIL  
PRELIMINARY OPEN MEETING  
December 14, 2015**

**COUNCIL MEMBERS PRESENT**

Harry LaRosiliere, Mayor  
Lissa Smith, Mayor Pro Tem  
Ben Harris, Deputy Mayor Pro Tem  
Angela Miner  
Rick Grady  
Ron Kelley  
Tom Harrison  
David Downs

**STAFF PRESENT**

Frank Turner, Deputy City Manager  
LaShon Ross, Deputy City Manager  
Mark Israelson, Assistant City Manager  
Jack Carr, Assistant City Manager  
Paige Mims, City Attorney  
Lisa C. Henderson, City Secretary

Mayor LaRosiliere called the meeting to order at 5:00 p.m., Monday, December 14, 2015, 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 and discuss Litigation, Section 551.071; to receive information regarding Economic Development, Section 551.087; Real Estate, Section 552.072 and 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 6:15 p.m. in the Senator Florence Shapiro Council Chambers.

**Consideration and action resulting from Executive Session discussion  
Personnel – Appointments**

Board of Adjustment

The Council deferred appointment of an interim member until January 25, 2016.

### **Strategic Marketing Plan**

Director of Marketing and Community Engagement Hayley stated the Strategic Marketing Plan goals are to align brand expression, create measurable methods for connection, and establish a communications strategy. She spoke to “Engagement” being relevant two-way communication between the City and our constituents; sustaining existing active constituent groups, developing less active constituent groups, and exploring new constituent groups; engagement strategies include bring people together, ask and participate, acknowledge accomplishments, keep them in the “know”, and be where they are in the community; communication strategies include the brand message, the brand voice, and tools like the website, mobile strategies, direct mail and publications.

### **Consent and Regular Agendas**

No items were discussed.

### **Council Items for Discussion/Action on Future Agendas**

No items were discussed.

Nothing further was discussed. Mayor LaRosiliere adjourned the meeting at 6:30 p.m.

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**Harry LaRosiliere, MAYOR**

ATTEST:

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Lisa C. Henderson, City Secretary