City of Balcones Heights
Special City Council Meeting
3300 Hillcrest Drive, Balcones Heights, TX 78201
Minutes

DATE: February 27, 2020 TIME: 9:30 a.m.

Members Present:	Suzanne de Leon	Stephen Lara	Gloria Cantu
	John Halpin	Lamar Gillian	Miguel C. Valverde

Members Absent: None

Sign in Sheet: None

CALL TO ORDER AND RECORDING OF QUORUM:

Meeting was called to order and quorum was present.

INVOCATION AND PLEDGES OF ALLEGIANCE TO THE U. S. A. AND TEXAS FLAGS

Councilmember Gillian gave the invocation and led pledges.

PUBLIC COMMENT PERIOD

There were no citizens signed up to be heard.

WORKSHOP: Branding Discovery

Director of Economic Development and Public Affairs Lorenzo Nastasi introduced the team of Texas Creatives, Mayor, Council, and Staff.

Branding Discovery Presentation:

- Goals
- Business Grounding – Historical

Five-minute break

- Surprising/Interesting
- Brand Identity Exercises
- Building the Brief Exercise
- DNA Exercise
- Wrap Up/Next Steps

ADJOURNMENT:

Meeting adjourned at 1:10 p.m.

Submitted by:

DELIA R. SANCHEZ
City Secretary

Minutes approved by City Council 4-27-2020