

The City Council of the City of Taylor met at a special joint meeting of the TISD, TEDC, and the Greater Taylor Chamber of Commerce Board members on October 27, 2014, at the TISD Events Center, 3101 N. Main St., Taylor, Texas. Mayor Jesse Ancira, Jr. declared a quorum and called the meeting to order at 6:02 p.m. with the following present:

Council Member Don Hill
Council Member Brandt Rydell

Isaac Turner, City Manager
Mark Schroeder, Assistant City Attorney
Susan Brock, City Clerk

WELCOME

1. RECEIVE PRESENTATION FROM TH FIRM ARSENAL REGARDING THE REBRANDING EFFORTS.

Ms. Traci Anderson, TEDC Vice President, Commerce and Industry, introduced the staff from Arsenal Advertising who made a presentation unveiling the logo and tagline "Taylor Made Texas".

REGULAR AGENDA: REVIEW/DISCUSS AND CONSIDER ACTION

2. DISCUSS AND CONSIDER ACTION REGARDING THE APPROVAL OF A LOGO AND TAGLINE.

Mayor Ancira asked council members in attendance for a motion. Council Member Rydell moved to approve the logo and tagline as presented and Council Member Hill seconded the motion. VOTE: Three voted Aye; Two absent. Motion passed.

ADJOURN

With no further business, Mayor Ancira adjourned the meeting at 6:30 p.m.



Jesse Ancira, Jr., Mayor

ATTEST:



Susan Brock, City Clerk