

Timeline on Branding Discussions

- May 30 Denny Arnold sends a memo to City Council after attending a TML meeting that had a session on Tourism Branding. In the memo Denny included a copy of some information about branding and a copy of the paper *Trends in Tourism* by Dr. Douglas Harman.
- June 20 Denny sends a follow up memo to Council. In it he stresses that branding could become an important part of Victoria's strategic plan development for the entire community. He includes a story from *Public Management Magazine* entitled *Putting Communities at the Center of Branding*. In the memo Denny asks O.C. Garza to research how other Texas cities are approaching branding communities.
- July 20 O.C. sends a five-page memo to Denny with an overview of several Texas cities (with mention of other cities outside Texas) and how they approached branding their communities.
- Aug 24 Met with Denny and Mona Faust to go over memo and to coordinate holding first public meeting on branding issue.
- Aug 31 First branding meeting held. Attendees were representatives from VC, UHV, City Council, VISD and other community groups. O.C. gave an overview of the branding process. After some group discussion, another meeting was recommended.
- Sept 14 Second meeting held in Room 204. At this meeting a Web site demonstration and conference call was held by Don McEachern from North Star Brand Strategies in Nashville, TN. At this meeting Mr. McEachern gave an overview of how his company conducts "on the street" research combined with any existing research to come up with a city's current brand. Lot
Attending the meeting were: Bill Blanchard from DeTar; Diane Boyett from VISD; Charles Windwehen; Dale Fowler; from Citizens Hospital - Robbie Kirk, Shannon Spree (current Marketing Director) and Susan Morrison; Denny

Arnold; Judge Donald R. Pozzi; Kimberly Haschke from VC; Dr. Hudson from UHV; Mona Foust; and Phyllis Hunt.

- Oct 9 Don McEachern emails Community Branding Funding Worksheet for discussion group members to study. This worksheet takes a look at funding options for communities.
- Nov 5 O.C. Garza makes a short presentation to City Council about the proposed Branding Project. Council wants community funding to help support the project and does not want the City to fund the entire project. O.C. can continue discussions with community and regional leaders on the project and seek funding support from them.
- Dec 10 Article in *Victoria Advocate* details Galveston's effort to rebrand the island. Galveston is using North Star Branding for there branding contractor.
- Dec 13 Lunch meeting planned with community leaders to brief them on the project and then hold Web demonstration on methods, operations and costs of such a project for Victoria. Sign in sheet had 34 names, some did not sign in. Very positive meeting, lots of supportive comments on the need for this project.
- Jan 25 Updated Assistant City Manager on branding project. Good to go to seek individual meetings with community leaders in private/public sector to gauge informal monetary support for the project.
- Feb 22- April 19
O.C. met with University of Houston-Victoria, The Victoria Advocate, Citizens Medical Center, First Victoria Bank. All agreed to support the project monetarily. Meetings scheduled for week of March 22 cancelled due to flooding duties. More meetings scheduled for April 19th week.
- April 20- May 7
O.C. met with more companies about financial support for the project. So far every company but one has pledged funds to the project.

May 9 O.C. formed a Branding Committee to manage the project. The committee met on April 18 and May 9 to bring some members up to speed on the project. The committee members were finalized in mid-May. Here are the Committee members:

Justin McCullough, Marketing Director, The Victoria Advocate

Mona Foust, Executive Director, The Victoria Visitor Center

Amy Hodges, Marketing Director, Invista

Kimberly Haschke, Marketing Director, The Victoria College

Bryant Price, Principal, Agama Advertising

Tom Curtis, Marketing Director, First Victoria Bank

Omar Rachid, Medical Recruiter, Citizens Medical Center

Judith Barefield, Marketing Director, Detar Hospital

Arian Cannady, Marketing Director, VEDC

Linda Koehler, Director of Business Services/Planner, Texas Workforce Solutions

Dr. Margaret Rice, Executive Assistant to the President, UHV

Randy Vivian, Executive Director, Victoria Chamber of Commerce

O.C. Garza, Public Information Officer, City of Victoria

June 12 Branding Committee meeting held on June 12. Randy Vivian was welcomed to the committee. Request for Council funding is on June 18.

August 2 Branding Committee held a focus group with four young business professionals who moved to Victoria. Dr. Margaret Rice welcomed to the committee to represent UHV.

August 14 City Council agreed to fund a portion of the Branding Project by using \$40,000 from the hotel/motel occupancy fund. These moneys will be used to pay for the "tourism" part of the research.

- August 28 Branding Committee met on August 28. Issues discussed were a possible name change, Web site information (Agama has agreed to create a Web site for the Branding Project), and placing committee members on various committees in anticipation of the research part of the project.
- October 3 Victoria Advocate reporter April Brandon is working on a story on young professionals in Victoria and has requested interviews with the young professionals who participated in our focus group in August. O.C. Garza called each participant and they all agreed to the interview.
- October 8 Branding committee met and was updated on the funding of the project. Fund raising letters will be distributed by Randy to the original sponsors. A separate fundraising letter to Chamber of Commerce members will be distributed by Randy in November.
- Nov 14 O.C. is following up with the funding letters sent out to the original supporters of the project. Most of the money is in but O.C. is checking on the funds that have not been mailed yet.
- Nov 28 Fund raising letter to support the Branding Project is sent to Chamber of Commerce members.
- Dec 18 Randy Vivian will appear before the City Council on Tuesday night, Dec 18 to request the \$40,000 the City has budgeted for the Branding Project.
- Dec 20 Branding committee meeting scheduled.