



NOTICE OF A CALLED MEETING OF THE
SUNSET VALLEY MARKETING AD HOC COMMITTEE
FRIDAY, JANUARY 8, 2021 AT 2:00 P.M.

Due to the COVID-19 pandemic, this meeting will be held virtually via Zoom.

***To actively participate in the meeting, please register at: <https://us02web.zoom.us/j/82465538248>
Meeting ID: 824 6553 8248***

Notice is hereby given that the Marketing Ad hoc Committee of the City of Sunset Valley, Texas will hold a called meeting on Friday, January 8, 2021, at 2:00 P.M. virtually via Zoom, at which time, the following items will be discussed, to-wit:

TONE & PERSONALITY EXERCISES (90 minutes)

- Ampersand team to walk through the importance of positioning
- Positioning continuums exercise to be completed as a group
- Brand personality exercise to be completed as a group



RESEARCH DISCUSSION (15 minutes)

- Discuss research recommendations and next steps for research

GLIMPSE INTO NEXT MEETING (5 minutes)

- Next meeting: Week of 1/18
 - Ampersand to present:
 - Vision Statement
 - Brand Platform Recommendation
 - Recommended Strategy and Positioning
 - Creative Brief
 - Sunset Valley Homework:
 - Subcommittee to present research recommendations to City Council
 - Complete True/False Questionnaire and send back to Ampersand by 1/12.

A QUORUM OF THE CITY COUNCIL MAY BE IN ATTENDANCE AT THIS MEETING, HOWEVER, NO OFFICIAL ACTION BY THE CITY COUNCIL SHALL BE TAKEN.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on January 5, 2021 at 2:00 P.M.

Matt Lingafelter
City Secretary