

**RICHARDSON CITY COUNCIL  
MONDAY, OCTOBER 17, 2016  
WORK SESSION AT 6:00 PM  
CIVIC CENTER/CITY HALL, 411 W. ARAPAHO, RICHARDSON, TX**

The Richardson City Council will conduct a Work Session at 6:00 p.m. on Monday, October 17, 2016, in the Richardson Room of the Civic Center, 411 W. Arapaho Road, Richardson, Texas.

As authorized by Section 551.071 (2) of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein.

**WORK SESSION – 6:00 PM, RICHARDSON ROOM**

• **CALL TO ORDER**

**A. VISITORS**

*The City Council invites citizens to address the Council on any topic not already scheduled for Public Hearing. Citizens wishing to speak should complete a “City Council Appearance Card” and present it to the City Secretary prior to the meeting. Speakers are limited to 5 minutes and should conduct themselves in a civil manner. In accordance with the Texas Open Meetings Act, the City Council cannot take action on items not listed on the agenda. However, your concerns will be addressed by City Staff, may be placed on a future agenda, or by some other course of response.*

**B. REVIEW AND DISCUSS COMMUNICATION STRATEGIES RELATED TO BRANDING AND MARKETING RICHARDSON**

**C. REVIEW AND DISCUSS THE 2017 RICHARDSON LEGISLATIVE AGENDA**

**D. REPORT ON ITEMS OF COMMUNITY INTEREST**

*The City Council will have an opportunity to address items of community interest, including: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the City of Richardson; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the City of Richardson that was attended or is scheduled to be attended by a member of the City of Richardson or an official or employee of the City of Richardson; and announcements involving an imminent threat to the public health and safety of people in the City of Richardson that has arisen after posting the agenda.*

**EXECUTIVE SESSION**

In compliance with Section 551.074 of the Texas Government Code, Council will convene into a closed session to discuss the following:

- Personnel
  - Evaluation of the City Manager

**RECONVENE INTO REGULAR SESSION**

Council will reconvene into open session, and take action, if any, on matters discussed in Executive Session.

• **ADJOURN**





City of Richardson  
City Council Worksession  
Agenda Item Summary



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**Worksession Meeting Date:** Monday, October 17, 2016

**Agenda Item:** Review and Discuss Communication Strategies Related to Branding and Marketing Richardson

**Staff Resource:** Greg Sowell, Director of Communications  
Gail Cooksey, Cooksey Communications  
Colby Walton, Cooksey Communications

**Summary:** Staff and the City's PR consultant will provide input on options for a possible future branding study associated with the City's logo.

**Board/Commission Action:** N/A

**Action Proposed:** Review and discuss implementation of branding and marketing Richardson

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City of Richardson  
City Council Worksession  
Agenda Item Summary



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**City Council Meeting Date:** Monday, October 17, 2016

**Agenda Item:** Review and Discuss the 2017 Richardson Legislative Agenda

**Staff Resource:** Taylor Lough, Assistant to the City Manager

**Summary:** City staff will provide a short recap of the 84<sup>th</sup> Texas Legislative Session, discuss the city's legislative program, and propose a draft Legislative Agenda for the City Council to adopt for the 85<sup>th</sup> Legislative Session. Typically the state legislature considers approximately 1,500 bills that affect Texas cities. The City of Richardson tracks bills during the legislative session and communicates regularly with state elected officials. To guide the City's efforts on this matter, the City Council adopts a Legislative Agenda.

**Board/Commission Action:** N/A

**Action Proposed:** N/A

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