



Brand Manager Report – February 13, 2009

** (Key Progress/Action Items in bold)*

Week 1

Jan 23 – Jan 30

- **Presentation of urban planning concepts by Townscape**
- Introduced to approximately 100 community stakeholders
- **Reviewed consultant contracts for deliverables schedule**
- Daily phone conferences with CVB (Geraldine Mauthe)
- Meeting with Marshall Chamber of Commerce (George Carter)
- Meeting with Jerry Cargill & John Taylor – tour of The Marshall
- Meeting with Marshall Festivals (Jill Crocker)
- Meeting with Marshall Lodging Association (Tomi Johnson)
- Meeting with Comfort Suites (Roxana Saleh)
- Meeting with Josey Ranch (Martha and Mr. Josey)
- Working with CVB on event coordination plan
- Reviewed minutes from previous BDC/Oversight Committee Mtgs
- **Reviewed DDI's Performance Venue Analysis**
- **Reviewed Fd2s's Wayfinding Audit**
- **Began preparing Critical Path action plan (draft to BDC 3/6)**
- Conference re: wayfinding project status with Fd2s
- Conference re: style guide project status with DDI representative
- Prepared concepts for Master Gardners Convention Guide
- Sourced photography and content for Visitors Guide
- **On-site in Marshall Jan 23, 29, 30**

Week 2

Jan 31 – Feb 6

- **Conference re: project status with Townscape**
- **Chaired Oversight Committee meeting**
- Daily phone conferences with CVB (Geraldine Mauthe)
- Produced Convention Guide cover for Master Gardners
- **Shops of Downtown Marshall association meeting**
- **Established hotel occupancy/rate benchmarks**
- Meeting with Marshall Chamber of Commerce (Connie Ware)
- Meeting with Marshall Main Street (Bo Ellis)
- Meeting with City Manager (Frank Johnson)
- Meeting with Office of State Rep Bryan Hughes (Courtney Smith)
- Meeting with Ownership of Blue Frog Grill (Shawne Somerford)
- Meeting with ETBU School of Fine Arts (Tom Webster)
- Meeting with Steve Carlile
- **Investigated options for CVB/Visitors' Center at The Marshall**
- **Investigated options for wireless internet downtown**

- **Investigated options to implement 2-way traffic downtown**
- **Continued Critical Path action plan (draft to BDC 3/6)**
- **Launched interactive events calendar on CVB website**
- Researched weekend visitor package opportunities
- **Preparing CVB public relations plan (draft to BDC 2/23)**
- Wrote and distributed news release:
 “CVB Officially Launches Visitor Website”
- **Launched Brand Manager blog**
- Sourced photography and content for Visitors Guide
- **On-site in Marshall Feb 5-6**

Week 3

Feb 7 – Feb 13

- **Conference re: project status with Townscape**
- **Conference re: style guide project status with DDI**
- **Conference re: venue analysis project status with DDI**
- Daily phone conferences with CVB (Geraldine Mauthe)
- **Launched window display campaign with Main Street**
- **Investigated options for public restrooms downtown**
- **Investigated options for year-round Courthouse lighting**
- **Investigated options for Courthouse green-space**
- **Investigated options for a relocation/stimulus package**
- Researched performing arts/downtown restaurant packages
- **Worked with Main Street to install downtown banners**
- Meeting with Mayor (Buddy Power) and Rotary Club (Milly Green)
- **Investigated options for Rotary Park wall**
- Provided photography to Heritage Tours (Dallas) for their website
- Wrote and distributed news release:
 “Shops of Downtown Marshall Announce Valentine’s Packages”
- Meeting with East Texas Towns (Ron Munden)
- **Investigated grant funding opportunities**
- Meeting with Christina and Judge Anderson
- **Preparing CVB public relations plan (draft to BDC 2/23)**
- **Continued Critical Path action plan (draft to BDC 3/6)**
- Sourced photography and content for Visitors Guide
- **Preparing concepts for Visitors Guide**
- **Preparing concepts and content for Retail Kit**
- **Brand Development Committee official meeting**
- **On-site in Marshall Feb 12-13**