



COUNCIL AGENDA
 Seguin Guadalupe County Coliseum
 950 South Austin Street
 Seguin, Texas 78155

The Seguin City Council met in a joint meeting with the Seguin Economic Development Corporation (SEDC) at 5:30 p.m. on the 29th day of June 2010 at the Seguin Municipal Building, 210 East Gonzales Street, Council Chambers in the City of Seguin, Texas with City of Seguin Mayor Betty Ann Matthies presiding.

1. Roll Call

ATTENDANCE

Councilmember	District	Present	Absent
1. Don Keil	7		Absent
2. Manuel Cevallos	1	Present	
3. Mary Louise Gonzales (Mayor Pro Tem)	2	Present	
4. Carlos Medrano	5	Present	
5. Bob Pees	8	Present	
6. Tomas Castellon	4		Absent
7. Nick Carrillo	3	Present	
8. Steve Tschoepe	6	Present	
9. Mayor Betty Ann Matthies		Present	

2. Presentation

Seguin Convention & Visitors Bureau presentation of “Chamber Branding Project” – Sherry Nefford-Esse

Sherry Nefford-Esse introduced the representatives from the Anderson Marketing Group who presented a marketing strategy to highlight and market SEGUIN. The Anderson Marketing group spent a year observing, interviewing and familiarizing themselves with the local community and the residents.

They provided an overview of their method of analysis, identifying strengths and weaknesses, highlighting notable opportunities, pointing out target geographic groups and recommendations.

They introduced the new logo and outlined the details and emphasis of the marketing plan.

3. Adjournment

There being no further business before the council the meeting adjourned at 6:25 p.m.

Mayor Betty Ann Matthies

City Secretary, Thalia Patlán Stautzenberger