

**Urban Management Assistants of North Texas  
Strategic Planning Retreat  
Friday, March 6 2020, 2:00 p.m.  
NCTCOG (616 Six Flags Drive, Centerpoint Two, Arlington, Texas, 76011)  
Meeting Minutes**

**Present:**

<b>Officers</b>	<input checked="" type="checkbox"/> Lauren Rose (President) <input checked="" type="checkbox"/> Lauren LaNeave (Treasury)	<input checked="" type="checkbox"/> Laurie Wilson (Vice) <input checked="" type="checkbox"/> Imelda Speck (Secretary)
	<b>Chair</b>	<b>Members</b>
<b>Communications</b>	<input checked="" type="checkbox"/> Amanda Valdez (2:05)	<input type="checkbox"/> Chelsey Gordon <input checked="" type="checkbox"/> Erin Winn <input type="checkbox"/> Matt Yager <input type="checkbox"/> Bernadette McCranie
<b>Membership</b>	<input checked="" type="checkbox"/> Major Youngblood	<input checked="" type="checkbox"/> Sena Nyaku
<b>Networking &amp; Mentorship</b>	<input checked="" type="checkbox"/> Brittney Huff (2:11)	<input type="checkbox"/> Jerod Potts <input type="checkbox"/> Stephen Harcus <input type="checkbox"/> Chandra Washington
<b>Professional Development</b>	<input checked="" type="checkbox"/> Letecia McNatt <input type="checkbox"/> Kimberly Garduno (Vice)	<input type="checkbox"/> Kate Hawley
<b>Special Events</b>	<input checked="" type="checkbox"/> Brett Cast (2:05 arrival) <input checked="" type="checkbox"/> Don Robinson (Vice)	<input checked="" type="checkbox"/> Carey Neal
<b>Other UMANT Members</b>		

**1. Approval of February 14, 2020 Meeting Minutes**

Letecia motion, Laurie motioned. Passed 7-0

**2. Adopt Results of 2020 Officer Election**

Erin motioned, Letecia second Passed 7-0

**3. UMANT Logo Update**

Amanda compiled feedback from earlier versions sent out and distributed a new logo prior to the meeting. The two versions were the same base logo, but with different words underneath for various formatting/uses. UMANT spelled out will be primary logo and the other (Connect. Develop. Inspired) used for other marketing



Lauren reminded the group of the importance and meaning of certain components within the logo. A square to represent the 'town square', noting the history of cities and downtown areas. A circle to demonstrate that we are all united. However, noted that removal of the circle to move away from a halo/Saturn ring effect would be her preference.

Overall, there was consensus on the new imagery, but suggested minor tweaks. Major requesting a smaller version to use on smaller prints, Letecia asked for smaller wording to be bolded, etc. Amanda appreciated the feedback and provided quick changes to review during the meeting and noted that she can create different 'use' categories for the logo (e.g. small print marketing materials, larger print, event logo, etc.)



#### 4. Committee Updates

##### **Networking & Mentorship**

Recap: Exec Connect

Brittany noted everything went really well and UMANT sold out the space in Colleyville. Adrian (City of Colleyville) was super happy and offered to use space again. Colleyville is receptive to UMANT using that space as long not on a Friday.

Thanks was given to all that attended and ZacTax for sponsoring the event and happy hour. Lauren commented on the success of the event and thanked the committee for their work in putting it together.

Brittany sent thank you emails to Execs that attended and asked for feedback. One comment received was the Exec wished there were less attendees per table so there would have been more face time with Execs. Will be following up with attendees with formal survey to received feedback from their perspective.

Upcoming: Networking Happy Hour (3/6 – TODAY! 🎉)

Firehouse gastro park in partnership with UTA

Upcoming: Happy hour at Intrinsic BBQ after downtown 101

## Professional Development

Lauren did a plug for UMANT at the NTCMA meeting for upcoming events.

Upcoming: 101 Series: Downtown & Special Events (3/20 - Garland)

Letecia noted after meeting with special events and CVB team in Garland, the team wanted to focus presentation on what your destination city team can do – marketing your downtown, and how to promote that via events.

The Chair reminded people to promote the event because the speakers lined up for it are amazing and there are only 10 registrants so far.

101 Series: Development (6/19 – Little Elm)

Letecia provided the structure of the event, noting it would be a workshop in City Hall and a Happy Hour at nearby Hula Hut

## Membership & Partnerships

Major presented the membership numbers year to date, noting there were 8 new members in the month of February.

Recap: ELGL #Inspire Event at UTA

Major commented how it was a good event, though it was a raining out and attendance was lower than expected (still 100 name badges at table). Couple of students showed interest in joining UMANT in future. Even due to the weather impacting the overall turnout, Major believed it was successful for future platform to do again. Lauren R. thanked everyone who helped to put it together last minute.

## Communications

No updates besides the logo update. Will send email reminder for newsletter content later this month

## Special Events

Wine & Dine (4/25)

**Brett mentioned the committee is working** on sponsorship for event. Currently 86% funded via sponsorships. Still waiting to hear back from 3-4 sponsors and confident that those will commit a sponsorship.

Brett posed a question for group: Matt McCombs no longer with Jones and Carter and needs personal contact. To see if with his own business would like to sponsor. Brittany said she would share his new contact information.

Brett reminded that group, that in the last meeting, the group stated the desire to send out promo and tickets 6 weeks in advances, which would be March 16<sup>th</sup>. He said he can put the promo together, but needs help with the ticket set up. Also, asked who to get with regarding invoicing the sponsors. Lauren LaNeave stated she can help Brett with that.

Lauren R. reminded the committee to reach out to universities as UMANT has in the past. Also, that this is a NCTMA event, as it is their main sponsored event for the year. She mentioned the event at the previously held NCTMA quarterly meeting. Lauren reminded the group this is an All Hands on Deck event effort via promotion and attendance.

Amanda asked if Brett needed a graphic made, to Brett said yes to this and a Save the Date. Amanda said she could put one together for Brett.

Laurie requested the sponsorship information, as she knows of someone who is interested in sponsoring this year. Brett mentioned he would send that out to the group.

#### **One-Day Conference**

Brett noted there was not a big update on the One Day Conference, as a majority of committee time has been spent on the Wine and Dine event.

#### **5. General Meeting Items**

ICMA Regional Conference (March 25-27)

Erin will be representing UMANT on a panel

Lauren plugged UMANT events at NCTMA

#### **6. Next Meeting**

April 3 - Carrollton