Town Hall Meeting
Life Connected

Sean Terry
Mayor of Celina

Agenda

City Manager Jason Laumer: Introductions

Mayor Sean Terry: Introduction of Life Connected

Presentation: City highlight video

Mayor Sean Terry: Celina ISD and City relations

CISD Superintendient Rick DeMasters: CISD and City relations

Mayor Sean Terry: Life Connected Award Criteria

Presentation: Mayor Sean Terry – Life Connected Award to Carter Morris
Thank you for coming. Please visit the department tables

Branding Process & Brand Advocates

- Objectives were to; share the story of Celina, boost awareness and establish a consistent message.
- Online survey sent to 29 community stakeholders.
- Results were used as foundation for messaging strategy.

- School superintendent
- Pastors
- City staff
- School administrators
- City Council members
- Chamber of Commerce

Foundation of Celina

- People…..police, fire
- Small Town Spirit
- Big Potential
- Connected
- Friendly, welcoming
- Involved with community (boards)
- Events

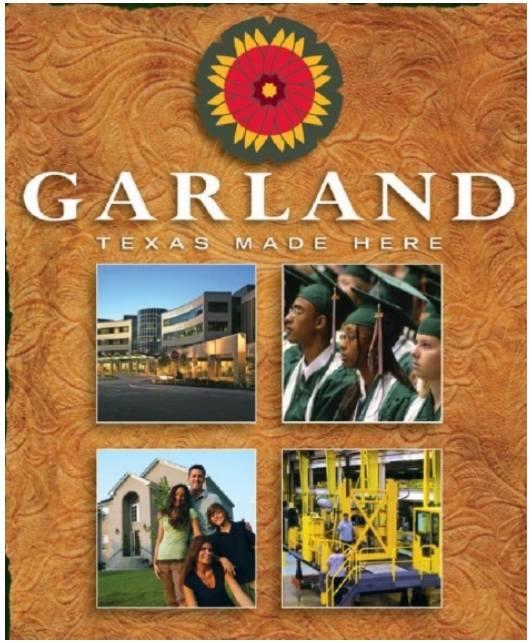
We are about the people

Plano
City of Excellence

McKINNEY
TEXAS
Unique by nature.

FRISCO
PROGRESS IN MOTION

DALLAS
BIG THINGS HAPPEN HERE



TOWN OF
PROSPER
WELCOME TO PROSPER
A PLACE WHERE EVERYONE MATTERS

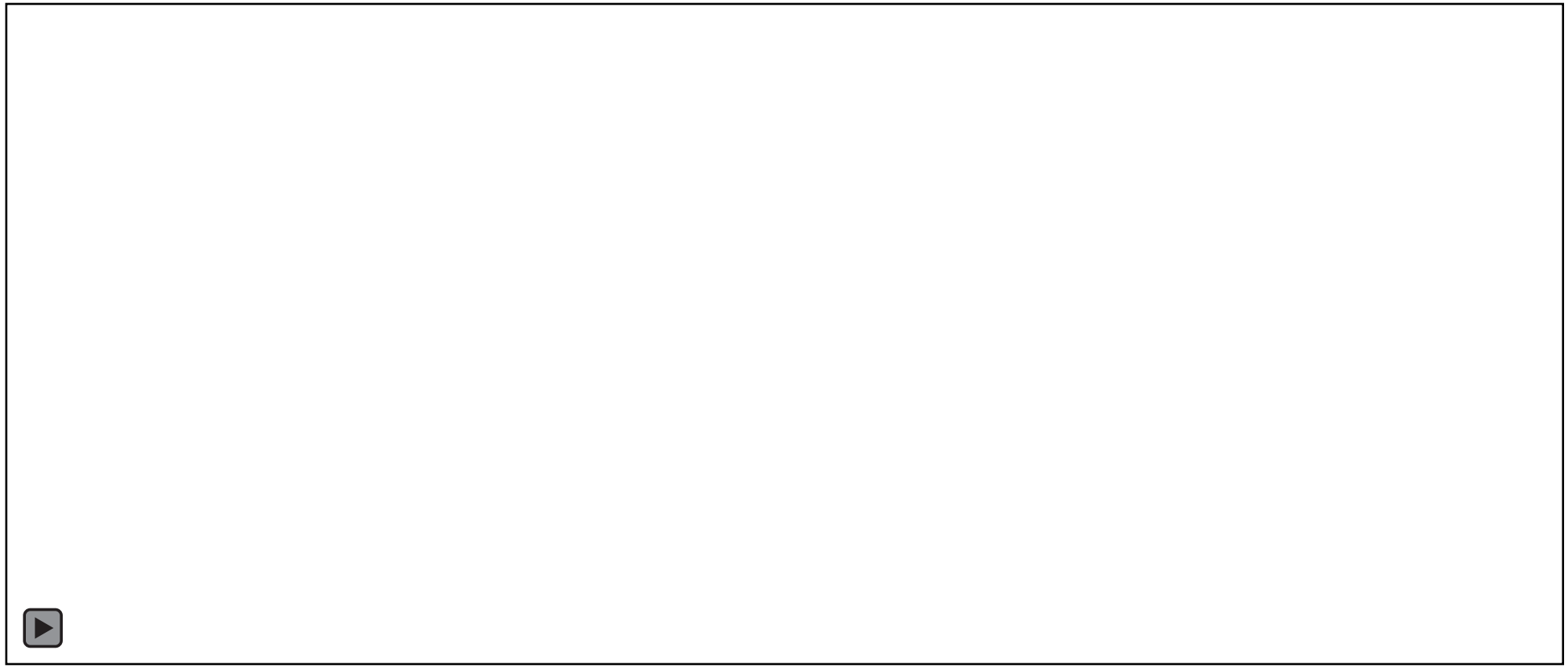
HOUSTON
THE CITY WITH NO LIMITS

New tagline

CELINA
TEXAS
EST. 1876

Life Connected.

Celina highlight video



Celina Independent School District

- Aligning CISD plans with city growth

Life Connected Award

- Inaugural award
- This will be an annual award to a community member that embodies the Celina spirit of excellence, community, integrity and service

President/CEO Grace Bridge Food Bank

Meet and Greet

Please visit the department tables and grab some swag!