

HORIZON

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Information for the Residents of Lewisville, Texas

April 2009



The Mayor's Corner

By Mayor Gene Carey

Unless the May 9 mayoral election turns into a June runoff, this will be my last "Mayor's Corner" column for the Horizon newsletter. After proudly serving as your mayor for nine years, I decided not to run for another term this year.

Writing those words makes me a little bit sad because I know I will miss being a part of so many wonderful projects here in Lewisville, but it also gives me a chance to look back on the past nine years and smile when I think about all that we have accomplished together.

Working closely with my fellow council members, our outstanding professional staff, and many dedicated and hard-working residents, I have had the honor of being a part of many great things for Lewisville.

During my time as mayor, we have added many programs and facilities in order to provide more and better services to our residents, business community and visitors. We've built fire stations, a jail, a library expansion, and the new City Hall in Old Town. We've bought and developed park land that will be enjoyed for generations, and are starting construction on a new arts center in Old Town.

But I am not looking for your thanks – those are the things you elected me to do. I was just carrying out your instructions.

No, instead I want to take a moment to thank all of you for giving me the opportunity to serve as your mayor, and as a council member before that. I want to thank you for attending meetings to voice your opinion, for sending me letters and e-mails with ideas and suggestions, and even for bending my ear at a store or local event when you had a complaint or concern.

Your input made me a better mayor, and in turn helped make this a better city.

Four times the voters of Lewisville have given me their vote, and their trust, as mayor. I hope that I have lived up to that trust.

Thank you one last time for your support. You can be sure that I am not going away – this city is my home and I intend to remain an active resident. It is my turn to speak up at meetings, write letters and e-mails, and bend a few ears as the City Council continues to work on building up our city.

Lewisville already is a great place to live, work and visit. If we keep working together toward common goals, there is no limit to the bright future ahead of us. And we do have a wonderful future in front of us.

Three candidates running for mayor, three seek Council Place 4 position

Lewisville voters will go to the polls May 9 to decide the positions of Mayor and City Council Place 2 and 4.

Mayor Gene Carey is not seeking re-election. Running for the Mayor position are Dean Ueckert, Brandon L. Bertrand and Winston Edmondson, Jr.

Ueckert's vacating the Place 4 position to run for mayor. Place 4 candidates include John Gorena, Thomas (T.J.) Gilmore and Margie Rochelle.

Place 2 is currently held by David R. Thornhill, who is running unopposed.

Election Day voting will be held from 7 a.m. to 7 p.m. Saturday, May 9, at three locations:

- Lewisville City Hall, 151 W. Church St., for Denton County Election Precincts 113, 114, 138, 221, 224 and 309
- Lewisville Municipal Annex, 1197 W. Main

St., for Denton County Election Precincts 300, 308, 310, 311 and 324

- Memorial Park Recreation Center, 1950B S. Valley Parkway, for Denton County Election Precincts 301, 305, 312, 315, 318, 319 and 321; Dallas County Election Precincts 4705, 4707, 4708 and 4709

Early voting will be held at Lewisville City Hall and the Lewisville Municipal Annex according to the following schedule:

- Monday-Friday, April 27-May 1, 8 a.m.-5 p.m.
- Saturday, May 2, 9 a.m.-2 p.m.
- Monday and Tuesday, May 4-5, 7 a.m.-7 p.m.

For information about the May 9 election, call the City Secretary's Office at 972.219.3404 or visit www.cityoflewisville.com.

Lewisville preparing new brand launch

The city has started implementing a new brand and tagline after completing a three-year branding project.

"Deep Roots. Broad Wings. Bright Future." employs the ideals of the community identity revealed through research by embracing the past, present and future.

This concept helps to convey Lewisville as the family-friendly community it is, and transform the image of what a higher quality of life means for a community. It also has strong appeal for tourism and business applications, and very strong appeal for resident buy-in through the use of a visual icon that represents the brand.

A fitting mascot for the new concept is the Purple Martin. Spending half the year in Lewisville, the migratory songbird icon is rich



in history with an existing connection to the community. It also creates a direct tie to outdoor recreation and wildlife preservation – the federally protected bird is the only domesticated free-flying songbird in the United States.

Branding is a comprehensive program of developing and marketing a desired image for a community through logos, colors, taglines, language patterns and design elements. Branding was identified as a key tourism priority by the 2005 Tourism Strategic Planning Committee.

GoGo Creative of Austin was the staff picked to develop the brand. After six months of research, GoGo initiated the creative development phase. City staff and the Tourism Strategic Planning Committee endorsed the concept in January 2008. After limited use on tourism items through 2008, final approval of launch is to be considered by city council in the spring.

Implementation of the new brand will be phased in order to minimize costs; as a result, there will be a period of time during which the "old" and "new" brands are in use simultaneously. Stationary, business cards and printed material will be updated as current supplies are depleted. The concept will also be reflected in marketing and other promotional materials, along with the city's website.



Inside the Horizon

Pages W1-W16

WOW Recreation Summer Catalog update inside



Page 2

Big special event set for May 2



Page 4

DCTA breaks ground, adds services

