



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: April 7, 2025

Item Title: Review and Take Possible Action Regarding Digital Signage

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff have looked into BrightSign, Reach, and Yodeck for potential digital signage. BrightSign and Yodeck are very similar, with Reach being a more robust system. All utilize similar technologies and would require separate purchasing of displays, internet or cellular connection, and access to power supply for the media players. The vendors would like the Tourism Commission to hammer down details for more specific pricing. Staff will present additional costs at the next meeting for displays and additional equipment.

List of all Supporting Documentation Attached:

BrightSign Notes and Pricing
Reach Media Network Notes and Pricing
Yodeck Notes and Pricing
List of Additional Equipment

Action Requested of Tourism Commission:

Review, discuss, and take possible action to select a digital signage solution