



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By: Lisa Sullivan, Communications Director & Michelle Fischer, City Administrator

Council Meeting Date: February 16, 2021

Agenda Item Wording: Approval of a Resolution Adopting a Downtown Mercer Street Banner Policy

Agenda Item Requestor: Lisa Sullivan, Communications Director & Michelle Fischer, City Administrator

Summary/Background: With the capability of now having promotional/marketing banners on the Mercer Street Pedestrian Light Poles, we anticipate organizations will be requesting placement of banners to promote their events. We want to ensure that the use of these banners follows guidelines to ensure all banners maintain the heritage and branding feel for downtown Mercer and benefit the community. Having this policy also ensures transparency and fairness to any organization requesting the banners.

Commission Recommendations: The Historic Preservation Commission unanimously recommended approval of the policy at its Feb. 4th meeting.

Recommended Council Actions: Staff recommends approval.

Attachments: Resolution and Downtown Mercer Street Banner Policy

Next Steps/Schedule: Send to City Secretary for execution.

