



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Lisa Sullivan

Council Meeting Date: February 17, 2026

Agenda Item Wording: **Approval of creating the position of Part-time Graphic Designer and approval of its job description.**

Agenda Item Requestor: Lisa Sullivan/Chase Winburn

Summary/Background:

The City of Dripping Springs continues to experience significant growth, resulting in increased demand for professional design work across multiple departments: expanded Parks programming and amenities have grown; the need for materials, maps and guides for our tourism department has grown; major initiatives such as Western Wonderland, Stars in Dripping, Hometown Holidays in Dripping, and ongoing DSRP events require consistent, high-quality visual materials; and in addition, the renovation of the historic Stephenson Building into a community and event center introduces a new, ongoing need for professional marketing and promotional materials directly tied to revenue generation. Other projects continue to be added.

The City has a rare opportunity to hire a highly experienced graphic designer on a part-time basis, who has already been working with the City on a freelance basis. She is fully familiar with City branding, workflows, and expectations and can step into the role immediately with no onboarding ramp-up. She is a resident of Dripping Springs and has worked for large companies (American Express, CBS, Department 56/Lenox Group, Disney, and more) but is wanting to work for a local organization she respects and admires to make a difference, which is the City of Dripping Springs.

This is a part-time position, with few benefits. Additionally, because the role would support both City and Tourism projects, the cost can be appropriately split between City funds and HOT funds. This structure maximizes value while maintaining budget responsibility. The fiscal impact of adding this new position is significantly offset by the savings in expenditures for graphic design work. The anticipated cost for this position is \$45,000.00. In the last year, the City has spent approximately \$20,000.00 on design work, work which will now be done in house at no additional cost to the City.

There is funding capacity for this position in the FY 2026 Budget, and a budget amendment is not required.

(See Attachment: Additional Background Information)

**Commission
Recommendations:**

**Recommended
Council Actions:** Approve creating the position of Part-time Graphic Designer and approve its job description.

Attachments: Additional Background Information - Part-time Graphic Designer - February 2026
Job Description
Cathy Richardson Resume
Cathy Richardson Portfolio

Next Steps/Schedule: Hire graphic designer to begin in March.