



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

Submitted By: Lisa Sullivan, Communications & Marketing Director

HPC Meeting Date: June 3, 2021

Agenda Item Wording: Discuss and Consider Approval of Mercer Street Pedestrian Light Pole Banner Design for the Dripping Springs Songwriters Festival

Agenda Item Requestor: Lisa Sullivan, Communications & Marketing Director

Summary/Background: The Dripping Springs Songwriters Festival has been given approval to purchase and display Mercer Street Pedestrian Light Pole Banners to promote their event on October 15-17, 2021. As part of the approval, banner design must be approved by the City of Dripping Springs, Historic Preservation Commission, and event organizer.

The City designed several versions following the look and feel of the current banners and these are the top choices of the event organizer, Destination Dripping Springs (DDS)/Songwriters Festival. See version A and Version B.

DDS likes version A the best. Staff thinks that both versions submitted would look good, but is leaning towards Version B. While we also like Version A, we are a little concerned about the look of a banner with so much black. And we are a little concerned that the musical notes may be lost. But we like both versions and are open to whichever one both the HPC and DDS opts for.

Commission Recommendations: Approve banner design.

Recommended Council Actions: N/A

Attachments: See Banner Designs.

Next Steps/Schedule: Once design is approved, City will fine-tune and send off for printing. Slated to go up one month prior to the event: the week of September 13, 2021.