



675 Wildwood Avenue
Rio Dell, CA 95562
(707) 764-3532
cityofriodell.ca.gov

For Meeting of: September 15, 2026
☐ Consent Item; ☒ Public Hearing Item

DATE: September 9, 2026

TO: Honorable Mayor and Members of the City Council

FROM: Kevin Caldwell, Community Development Director

THROUGH: Kyle Knopp, City Manager

SUBJECT: Chamber of Commerce Billboard Update

RECOMMENDATION:

The City Council receive a brief presentation from Wally Coppini on the progress of the Chamber's billboard endeavor at the City's wastewater disposal parcel located at Metropolitan Heights road and Highway 101.

Discussion

Staff anticipates that the Chamber will also be requesting a donation towards to construction and installation of the billboard.

In FY 2019-20, a new economic development fund was created. This fund was established to drive local commercial growth, downtown facade improvements, infrastructure revitalization, and community marketing. A request for funds would be consistent with one of the purposes of the fund, community marketing. To date the funds have been used for the City's Facade Improvement Program.