

# City Council Meeting

## Agenda Item

### Data Sheet

Meeting Date: April 21, 2025

#### Topic:

Discussion and possible action regarding the appointment of a stakeholder group to assist with the preliminary conceptual designs for the wayfinding and entry/gateway monument sign project.

#### Background:

As part of the FY 2024-2025 budget, City Council approved engaging with a professional landscape architect for the study and design of entry/gateway monuments and wayfinding signs. Council approved an agreement with Westwood for the gateway monument project in October 2024 and for the wayfinding sign project in February 2025. In order to have a more efficient processes, increase community engagement, and reduce duplicative meetings, the City and Westwood agreed to run the projects simultaneously.

The City and Westwood held a kickoff meeting in March to set the timeframe and cadence of meetings over the summer. As part of the initial conceptual design process, Westwood would like to engage a small group of stakeholders (no more than 10 individuals) to get feedback and ideas prior to holding larger, open public meetings. The City still intends to hold community meetings and engage the community throughout the process. This group will assist by helping develop initial ideas and concepts that will be presented at a community open house, as well as approved by City Council.

Staff recommends the Tourism Advisory Committee serve as this group as they represent diverse sectors of the community including hotel managers, business owners/managers, residents, and more. In addition, the wayfinding signage project is being funded by HOT funds, which are the general purview of the TAC Board. Using the TAC Board would also allow all meetings of the stakeholder group to be scheduled as public meetings allowing interested members of the public to attend. In addition to the TAC Board, staff would also recommend a representative from the TEDC and from the Greater Tomball Area Chamber of Commerce also be invited to participate at the meetings as both groups have expressed a desire to participate in the project and both typically have a presence at TAC Board meetings as needed.

**Origination:** City Manager's Office

#### Recommendation:

Staff recommends having the TAC Board, with additional representatives from the TEDC and GTACC, serve as the initial stakeholder group for the gateway monument and wayfinding signage program.

**Party(ies) responsible for placing this item on agenda:**

Jessica Rogers, Assistant City  
Manager

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#### FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: \_\_\_\_\_ No: \_\_\_\_\_ If yes, specify Account Number: # \_\_\_\_\_  
If no, funds will be transferred from account # \_\_\_\_\_ To account # \_\_\_\_\_

|        |                |           |             |              |      |
|--------|----------------|-----------|-------------|--------------|------|
| Signed | Jessica Rogers | 4/14/2025 | Approved by |              |      |
|        | Staff Member   | Date      |             | City Manager | Date |