



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: April 14, 2026	Department: Communications	Presented By: Rose Hoffman
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AGENDA ITEM: Discussion/Action: regarding presentation for City of Willow Park Rebranding Strategy, and approval to proceed.

BACKGROUND: Per a request from Mayor Palmer and Council, Communications Director Hoffman will present a strategy, including design, implementation, and cost. Council may direct staff to proceed with a rebrand and set a budget.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$