



AGENDA ITEM COMMENTARY

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| MEETING NAME: | Economic Development Corporation |
| MEETING DATE: | June 11, 2024 |
| ITEM TITLE: | Consider and take appropriate action on |
| STAFF INITIATOR: | Danielle Sweat EDC Director |

BACKGROUND:

Purpose Marketing has been working with the WEDC since the spring of 2024. They are familiar with our goals and community. They wanted an opportunity to propose a marketing campaign that would fit both quality of life and target industry. We will have their proposal before June 11th.

EXHIBITS:

COUNCIL ACTION/STAFF RECOMMENDATION: