



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1/7/2025
ITEM TITLE:	Consider and take appropriate action on marketing materials.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

When we created the EDC budget for this fiscal year, we allocated \$20,000 for FISC's CTE Signing Day. As part of this, the budget committee discussed providing each student with a thoughtful gift to take home. After exploring several options online, I believe an engraved Stanley cup could be a great choice. The attached quote is just a preliminary estimate to give us an idea of the potential cost and design. At this point, we don't know the exact number of students who will be participating in Signing Day. I'd also like to order a few extras for board members and to have on hand as future gifts for business partners. The expense for these cups would come directly from the CTE Signing Day budget. Due to the expense of these cups, I would like to get the board's approval before I proceed.

While browsing, I noticed we don't currently have any branded items with our logo. Do we think it would be worthwhile to invest in additional branded items for general use? Possible options could include lip balm, pins, lapel pins, coffee mugs, cups, bottle openers, engraved whiskey glasses, spiral notebooks, charging cables, snacks, candy, or gum. These items would come out of our marketing budget. I would suggest we make a motion to set aside a certain amount for these types of items to be distributed as seen fit.

EXHIBITS:

Stanley Quote

COUNCIL ACTION/STAFF RECOMMENDATION: