



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	2/4/2025
ITEM TITLE:	Consider and take appropriate action on Purpose Marketing Q4 Report.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Purpose Marketing has provided us with a report for Quarter four. Overall, it's an outstanding report. The last page contains some key takeaways and goals for 2025. One of their goals is to highlight more employees. In my opinion, we should also consider incorporating board member highlights as part of their goals. This would showcase the broader team contributing to our success. Overall, it's an outstanding report.

EXHIBITS:

Q4 Report

COUNCIL ACTION/STAFF RECOMMENDATION: