



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	July 7, 2026
ITEM TITLE:	Consider and take appropriate action on executive director update.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

Strategic Plan & Work Plan Timeline

The Director will provide an update on the Strategic Plan and Work Plan process. The project remains on schedule, with the draft work plan expected to be delivered on July 20, followed by a review period, revisions, and final approval targeted for September 1, 2026. The timeline is attached for the Board's reference.

Neon Cloud Marketing Video Update

The Director will provide an update on the community marketing video project with Neon Cloud Productions. The initial project deposit has been paid, and development of the filming shot list is nearing completion. Filming is tentatively scheduled for late July or early August. The final schedule will depend in part on coordinating with Texas Tech University and securing approval for drone operations on university property. No action is required at this time.

EXHIBITS:

Marketing Alliance Timeline

COUNCIL ACTION/STAFF RECOMMENDATION: