



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	1-6-2026
ITEM TITLE:	Consider and take appropriate action on new billboard design.
STAFF INITIATOR:	Danielle Sweat – Executive Director

BACKGROUND:

In the summer of 2023, the WEDC worked with Purpose Marketing to develop a billboard design currently displayed near the Casey Administration Building. The attached image reflects that existing design.

Since that time, several elements of the billboard are now outdated, including the WEDC logo and the website URL referenced on the sign. As our branding and digital presence have evolved, the current billboard no longer fully aligns with our most up-to-date messaging or visual standards.

The purpose of this agenda item is to discuss whether the Board is comfortable with the Director exploring an updated billboard design that reflects current branding, messaging, and contact information. Any revised design would be brought back to the Board for review prior to implementation.

The Director is seeking direction from the Board on moving forward with this effort.

EXHIBITS:



COUNCIL ACTION/STAFF RECOMMENDATION: