



**CITY OF WASHINGTON, ILLINOIS**  
**Committee of the Whole Agenda Communication**

**Meeting Date:** February 9, 2026

**Prepared By:** Amanda Roberts

**Agenda Item:** Branding Process Update and Focus Group Recommendation

**Explanation:** Staff will provide a brief recap of the City's branding process, including the purpose of the initiative, the reason for the pause, and the rationale for the recommended next steps. This overview is intended to allow Council the opportunity to ask questions and ensure shared understanding.

Staff recommends forming a smaller branding focus group consisting of two Council members, three staff members (including the Communications Specialist), and select community stakeholders, not to exceed eight total participants. This focus group would participate in a redesigned brand workshop. Revised branding concepts would then be brought back to Council for consideration.

**Fiscal Impact:** None at this time.

**Staff Recommendation:** Staff recommends that Council discuss interest in serving on the branding focus group and select two Council members to participate.

**Action Requested:** Discussion and identification of Council members interested in serving on the branding focus group.