



**AGENDA
CITY COUNCIL MEETING
CITY OF LEANDER, TEXAS**



Pat Bryson Municipal Hall
201 North Brushy Street - Leander, Texas
Tuesday, July 7, 2026
Workshop at 6:00 PM

Mayor – Na’Cole Thompson
Place 1 – Stephen Chang
Place 2 – Michael Herrera
Place 3 – Natomi Blair

Place 4 – Annette Sponseller
Place 5 – Andrew Naudin
Place 6 – Becki Ross, Mayor Pro Tem
City Manager – Todd Parton

The meeting will also be live-streamed at the following link: <https://www.leandertx.gov/video>.

WORKSHOP - CONVENE AT 6:00 PM

1. Open Meeting.
2. Roll Call.
3. Brisa Byford with CivicBrand will conduct a Brand Audit Workshop to receive direction from the City Council regarding the alignment of the recommended focus areas for developing the brand strategy and identity design.
4. Adjournment

CERTIFICATION

This meeting will be conducted pursuant to the Texas Government Code Section 551.001 et seq. At any time during the meeting the Council reserves the right to adjourn into Executive Session on any of the above posted agenda for which state law authorizes Executive Session to be held, including but not limited to Sections 551.071 [litigation and certain Consultation with attorney], 551.072 [acquisition of interest in real property], 551.073 [prospective gift to city], 551.074 [certain personnel deliberations], 551.076 [deployment/implementation of security personnel or devices], or 551.087 [Deliberations regarding Economic Development Negotiations]. The City of Leander is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary at (512) 528-2743 for information. Hearing impaired or speech disabled persons equipped with telecommunication devices for the deaf may call (512) 528-2800. I certify that the above agenda for this meeting of the City Council of the City of Leander, Texas, was posted on the bulletin board at City Hall in Leander, Texas, on the 26 day of June 2026 by 5:00 p.m. pursuant to Chapter 551 of the Texas Government Code.

Dara Crabtree, City Secretary, TRMC



EXECUTIVE SUMMARY
7/7/2026

AGENDA SUBJECT:

Brisa Byford with CivicBrand will conduct a Brand Audit Workshop to receive direction from the City Council regarding the alignment of the recommended focus areas for developing the brand strategy and identity design.

BACKGROUND:

The purpose of the Leander Brand Audit Workshop is to receive direction from the City Council regarding the alignment of the recommended focus areas for developing the brand strategy and identity design. The audit is the summary of the engagement phase of the project that compiles insights from research, surveys, interviews, focus groups, workshops, and site visits conducted by CivicBrand. Based on this, the audit will provide recommended core focus areas that can be embedded in policy, communications, civic alignment, and long-term decisions. CivicBrand will provide a presentation of the Leander Brand Audit that will include:

- Overview of Engagement Work
- Recommended Brand Focus Areas
- Overview of Each Brand Focus Area

Staff will be seeking direction from the City Council to affirm the brand core focus areas to ensure full alignment that will help CivicBrand proceed with the next phase of developing the brand strategy and identity design.

Below is the timeline for the Branding Leander Project:

- July 7, 2026 – City Council Brand Audit Workshop
- July – Development of Brand Strategy
- August – Development of Brand Identity Design
- September – City Council Presentation of Brand Strategy and Identity Design
- September/October – Development of Brand Guidelines and Implementation Plan
- October – City Council Presentation of Brand Guidelines and Implementation Plan

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

Staff will be seeking direction from the City Council to affirm the brand core focus areas to ensure full alignment that will help CivicBrand proceed with the next phase of developing the brand strategy and identity design.

PRESENTER:

Brisa Byford, CivicBrand
Kent Souriyasak, Assistant to the City Manager/Innovation Coordinator

Fiscal Impact

Attachments: