




**EAST BAY REGIONAL PARK DISTRICT
BOARD EXECUTIVE COMMITTEE MEETING
AGENDA STAFF REPORT**

DATE	February 26, 2025
TITLE	Overview of the Creative Design Group (CDG) Operations and Projects
DIVISION	Public Affairs
FROM	Jordan Traverso, Division Lead Communications Officer
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

No Board action is being recommended. Informational presentation only.

BACKGROUND

Creative Design Group seeks to improve the visitor experience by designing and producing official signage, developing and maintaining engaging visitor centers and exhibits, and by presenting a coherent and welcoming brand presence across our digital and printed communications materials. Todd Salerno will describe CDG's organization, staffing, and major projects and goals.

FISCAL IMPACT

There is no fiscal impact associated with this report.

ATTACHMENTS

None.