

# BOARD OF ALDERMEN

ITEM NO. E(2)

## AGENDA ITEM ABSTRACT MEETING DATE: October 22, 2002

**TITLE: Discussion of Developing a Process to Create a Town Logo**

<b>DEPARTMENT: N/A</b>	<b>PUBLIC HEARING: NO</b>
<b>ATTACHMENTS:</b> <b>A. Resolution</b> <b>B. Proposal for a Logo Contest</b>	<b>FOR INFORMATION CONTACT:</b> <b>Alderman Herrera</b>

### PURPOSE

Project #24 on the 2002-03 Action Agenda is “Develop a Process to Create a Town Logo”. Alderman Herrera was assigned that project and he has prepared a proposal for a logo contest. The purpose of this agenda item is to discuss whether the Board wishes to revise the existing Town logo and if so, what process the Board wishes to follow to select a new logo.

### INFORMATION

In accordance with Project #24 on the 2002-03 Action Agenda, Alderman Herrera has prepared a proposal for a logo contest. This proposal was distributed to the Mayor and Board of Aldermen on October 8, 2002 for consideration. The Board requested that this item be placed on tonight’s agenda for the Board to discuss whether it wishes to revise the existing Town logo, and if so, what process it wishes to follow to select a new logo.

The Town has used two symbols – the official Town Seal and the “Big C” in the past. The “Big C” was created during the mid-1980’s.

### FISCAL IMPACT

If the Board approves the proposal submitted by Alderman Herrera, a total of \$1,060.00 would need to be budgeted.

### RECOMMENDATION

The administration requests that the Board adopt the attached resolution giving the town staff direction on this matter.