

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE June 7, 2016	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Rodger Craddock, City Manager

ISSUE : City Logo Advisory Committee

BACKGROUND:

In October 2015, it was the consensus of the Council to look at options to replace the City's current logo as part of the proposed Hwy 101 street scape project, and to enlist the assistance of a graphic design artist. The City contracted with Justin Macduff, the owner of Macduff Design, for graphic design assistance in November 2015 for the City logo as well as the Waterfront Walkway logo. The City had secured a grant for the development and deployment of the Waterfront Walkway logo; and due to the grant timeline constraints, Macduff worked on and completed the logo for the Waterfront Walkway logo before beginning on design concepts for the City logo.

In February of this year, the Council agreed to utilize an advisory committee to assist in reviewing the yet to be completed design concepts. Last month, after receiving several design concepts, the Council agreed by consensus to utilize three members of the City's Design Assistance Team, three members from the Bay Area Artists Association, and interested Council members for the makeup of the City Logo Advisory Committee.

The Bay Area Artists Association has recommended the following members from their association for consideration to serve on the City Logo Advisory Committee:

Joan Goodman Fox
Rick Fox
Wendy Burger

The City's Design Assistance Team has recommended the following members for consideration to serve on the City Logo Advisory Committee:

Hilary Baker
Andy Locati
Sarah Recken

To date Councilors Vaughan, Leahy, and Brick have indicated interest in serving on the City Logo Advisory Committee.

RECOMMENDATION:

In compliance with Council rule 3.1.1, staff suggests that the Council approve the appointments of the above listed names to the City Logo Advisory Committee.