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TO: Ritchie Haynes, City Manager

FROM: Nathan Eurey, Public Services Director

SUBJECT: Consideration for the Approval of a Logo Design for the Marcia Cloninger Rail Trail in Accordance with the City's Public Art Ordinance

Date: January 25, 2024

As you are aware, the Rail Trail Advisory Committee has been at work to develop a logo design to brand the Marcia H. Cloninger Rail Trail. This design would be placed on any rail trail signage, banners, and informational kiosk-style signs. The design would also position the City for any future marketing materials and merchandising opportunities that may present itself.

The Rail Trail Advisory Committee held several meetings to review and provide feedback to the graphic designer with Brand V. After several meetings and design revisions, the committee selected a final design which is attached with this memo.

On January 11, 2024, the design was presented to the City's Steering Committee in accordance to the general provisions of the Public Art Ordinances. The Steering Committee had the opportunity to view, make comments, and ask questions about the final logo design. After discussion, a committee vote was held to approve the design, and the logo design gained the approval of the committee.

In following proper procedure, I would like to seek City Council's approval of the logo design which would then allow us to begin production on rail trail signage, rail trail banners, and informational kiosk signs. Please let me know if you have any questions concerning this request.

ATTACHMENTS: (2) LOGO DESGIN AND RENDERINGS