



## MEMORANDUM

To: City Council Members

From: Ryan S. Thomas, City Administrator

Date: January 6, 2017

Re: Approval of Refreshed City Logo and New Economic Development Logo

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At the December 12, 2016 City Council Work Session, a motion passed to prepare a Bill for the adoption of the refreshed City logo and the new Economic Development logo. Following the meeting, it was discovered that the current City logo was adopted by attached Resolution 98-07 in 1998. Therefore, it is recommended that the following procedural actions be taken to instead prepare a Resolution for consideration at the next City Council Meeting on January 23, 2017:

### **Work Session Actions:**

- 1) A motion to reconsider the original motion to prepare a Bill for the adoption of the refreshed City logo and the new Economic Development logo. The motion to reconsider must be made by Council Member who voted with the majority on the motion to be reconsidered (in this case someone who voted "aye"). The motion may be seconded by any other Member of the City Council irrespective of how they voted on the motion to be reconsidered. The motion should be in substantially the following form:

"I move to reconsider the vote on the preparation of legislation for the adoption of the refreshed City logo and the new Economic Development logo passed at the Work Session Meeting of the City Council on December 12, 2016."

The motion to reconsider requires a simple majority for passage.

- 2) If the motion to reconsider passes, any member of the Council may make a motion to prepare a Resolution for the adoption of the refreshed City logo and the new Economic Development logo. If the motion fails, no further action is necessary.

### **Regular Meeting Action:**

- 1) A motion to remove Bill #2239 from the agenda.

With these actions, a Resolution will be prepared for consideration at the January 23, 2017 City Council Meeting (which is also when proposed Bill #2239 would have been considered for 2<sup>nd</sup> reading and final passage).

I will be available for any comments or questions at the January 9, 2017 City Council Work Session.

RST

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RESOLUTION 98-07

A RESOLUTION APPROVING THE USE OF A NEW IDENTIFICATION LOGO FOR ALL PUBLIC SIGNAGE AND OTHER MATERIALS BY THE CITY OF WILDWOOD, MISSOURI.

WHEREAS, the City of Wildwood, Missouri incorporated on September 1, 1995 and has since that time used a single identification logo for the purposes of public signage and official documents created by this community;

WHEREAS, the City has continued to create its image as a progressive, responsive community attuned to its surroundings and intent on maintaining its unique character in an metropolitan area where these characteristics are less valued;

WHEREAS, the development of a new identification logo has been considered as part of Wildwood's continual efforts to define its character and maintain its identity, as the community grows past the incorporation stage and its first years;

WHEREAS, the City hired Kiku Obata and Company, a nationally recognized design firm, to create an image for Wildwood that would reflect its young history, unique character, and proud past;

WHEREAS, the new identification logo was discussed at length by members of the public, City Council members, and Planning and Zoning Commissioners as part of the Town Center Planning process and, ultimately, one of many choices was selected for consideration (as shown below);



WILDWOOD

WHEREAS, the Council Planning Committee considered this new identification logo at its February 1998 meeting and debated its character,

message, and design and voted four (4) to one (1) to accept it, after also considering input received from residents through the Wildwood Gazette and telephone calls, as well as other Council members comments.

NOW, THEREFORE, IT BE RESOLVED BY THE COUNCIL OF THE CITY OF WILDWOOD, MISSOURI AS FOLLOWS:

The City of Wildwood's City Council hereby authorizes the use of the new identification logo which consists of the following: the name "Wildwood" and three (3) icons - a oak leaf, an acorn, a home. The oak leaf indicates the City's strength and natural heritage; the home represents its character; and the acorn defines its birth and growth toward the future. The new identification logo shall be used on all City signage, communications, and other items bearing the community's name.

Passed and approved this 9<sup>th</sup> day of March, 1998.



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Mayor

ATTEST:

  
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City Clerk