

**GRAND JUNCTION
CITY COUNCIL WORKSHOP SUMMARY**

APRIL 19, 2004

The City Council of the City of Grand Junction, Colorado met on Monday, April 19, 2004 at 7:00 p.m. in the City Hall Auditorium to discuss workshop items. Those present were Harry Butler, Cindy Enos-Martinez, Bruce Hill, Dennis Kirtland, Bill McCurry, Gregg Palmer and President of the Council Jim Spehar.

Summaries and action on the following topics:

1. **UPCOMING APPOINTMENTS TO BOARDS & COMMISSIONS:** In anticipation of upcoming appointments to the Planning Commission Board of Appeals, Downtown Development Authority, Urban Trails Committee and Parks & Recreation Advisory Board, City Council will discuss specific issues relating to each board.

City Clerk Stephanie Tuin reviewed each one of the volunteer boards with upcoming vacancies, the qualifications, the issues, and the number of applicants and encouraged anyone in the audience to apply.

Interviews for the Planning Commission Board of Appeals, Downtown Development Authority and the Parks and Recreation Advisory Board for May 11th and May 18th.

Council President Spehar called a recess at 7:52 p.m. The meeting reconvened at 8:05 p.m.

2. **CITY LOGO DISCUSSION:** Council President Spehar suggested a sequence for the discussion as follows: Should there be a single identifier for the City? If Council decides yes, then determine the cost for implementation. Then, what should that identifier be?

On the topic of whether the City should have a single identifier – Councilmember Hill noted that the city seal is an identifier, which will not be replaced with the new logo, and there will be other logos that will not be replaced such as ones for the VCB, Two Rivers, and Avalon plus the Fire Department insignia will stay the same. He is not opposed to having the new logo for promotional purposes and to continue to use the seal as the corporate seal. He noted that many of the other currently used logos have incorporated some piece of the seal. So the City will not have a single identifier. The new logo looks good on printed material and he does not object to its continued use, with the “g” and the “j” being capitalized. He supports implementation with zero to minimal dollars.

Councilmember Enos-Martinez agreed, adding that Council should limit what the new logo goes on to; specifically it should not go on police cruisers, fire engines, or badges.

Councilmember Butler agreed with using the new logo on letterhead and business cards but not on signs or vehicles. He agreed with the capitalization requirement. He thought any of the logos identify Grand Junction.

Councilmember McCurry agreed with capital letters and using the new logo on business cards.

Councilmember Palmer noted the communication study focused on the need for one identifier. He said the logo is not for the employees, it means a lot to the people of this community and the development of a new logo was to move forward in order to present the City professionally and it made sense. He likes the new version on paper. The new logo was an attempt to fix having too many identifiers and keeping all the logos just puts the City back to square one. Most cities don't have two dozen logos, they have one consistent theme, however, no one likes the new logo, at least the majority doesn't and even though he likes it, the majority of citizens will never accept the new logo. Councilmember Palmer felt the City should have a single logo and noted that no matter what is decided, it is going to cost some money. He felt it is possible to phase in one, and stressed that the cost should be clear to the people.

Councilmember Kirtland noted how the communication study started the City in this direction, and perhaps the City should have made clear at the beginning that more work was needed to determine how the logo would fit on every medium. Phasing in of the logo was going to take time. The new logo has taken a lot of potshots, and a lot of people don't like it but he is not in favor of spending more money to redo it, he would rather either go back to the previous situation or go with the new logo. He wondered if there was a way the public at-large would accept the new logo with the capitalization changed.

Council President Spehar felt there is a value to having a single identifier and having multiple logos will cost the City too (art work, set-up costs for printing, etc.). He noted the Council did not ok a change just for the sake of a change; the change was the result of a study. He liked the City's identity being the two rivers. Any action is not going to save the \$27,000 that has been spent. The process designed a logo that is simple to use and print, the issue arose due to the costs expressed of over \$100,000 for implementation that Council never intended to spend. The Council thought implementation would be over time, as items are replaced over

time. He is not opposed to changing the capitalization if that is a big concern. There will still be a cost to do nothing.

Councilmember Enos-Martinez noted that public perception was that everything was to be changed immediately.

Councilmember Hill agreed there is a cost no matter what course is taken. Council can take an extremely conservative approach on spending funds and only implement the logo on items as they need to be replaced.

In summary, Council President Spehar thought one identifier was needed, Councilmember McCurry agreed, Councilmember Butler did not see the need for one, Councilmember Kirtland thought there should be a dominant one, Councilmember Hill agreed with a single identifier to work towards with minimal costs but not do away with the seal, Councilmember Enos-Martinez thought from an employees' perspective it is easier to have a single identifier.

Councilmember Enos-Martinez said she would like to hear public comments before discussion continues.

Bill Pitts, 2626 H Road, stated the seal has been the logo for a good number of years and there is no reason or cause to make a change. He didn't realize the blue lines on the new logo were the rivers and he feels the lower case disrupts English language. He would like the City to retain the seal for the logo.

Carl Mitchell, 378 ½ Soapweed Court, said it doesn't appear the Councilmembers realize how many logos actually are being used and that there are even different forms for the seal. He questioned if in communication study, the number of logos were identified. He suggested the City start with the seal and create something that represents the community. He noted that the police and fire will not change their insignias. He agreed that the City needs a single logo.

Councilmember Kirtland said he was on the committee and they did identify all logos and the history of each.

There were no other public comments.

Action summary: Although the Council was not in total agreement, it appeared that the use of a dominant or single identifier was favored. Staff was directed to get a cost assessment on capitalization of the "g" and the "j" in the new logo and a report on how to implement it at minimal cost over time.

ADJOURN

The meeting adjourned at 9:24 p.m.