

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 12, 2011

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM GREG RAMIREZ, CITY MANAGER

BY: AMY BRINK, DIRECTOR OF COMMUNITY SERVICES

SUBJECT: APPROVAL FOR CULTURAL ARTS COUNCIL 91301 LOGO

In November, 2010, the City Council adopted the Cultural Arts Initiative that was created to identify and implement a variety of cultural arts in this community. There were four separate components to the Initiative, including creating a Cultural Arts Council, developing an artists' society, forming a cultural arts blueprint, and implementing a branding/marketing campaign for this cultural arts experience. The Cultural Arts Council (CAC) decided to make branding this cultural arts movement their priority which began with creating a logo.

To begin the process, the CAC held a public brainstorming session that included the entire CAC, Community Service Committee, the City's Creative Arts Consultant and staff to decide which direction they wanted to see the logo take. They considered the idea of the cultural arts community and the fact that it included such characteristics as Agoura Hills' natural surroundings, family, lifestyle, and leisure time. The CAC wanted a logo that would represent the creative arts population and one that would speak to the community about the many cultural arts programs that the City offers. The CAC worked with three local graphic artists who submitted ideas for a new logo. After months of discussion and rounds of revisions, the CAC decided on a logo that will not only represent the rich culture that exists in Agoura Hills, but one that will identify the City of Agoura Hills as a leader in the cultural arts movement.

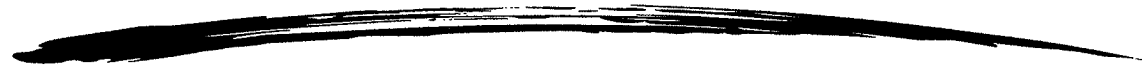
In conclusion, the CAC would like to present this very creative and significant logo as part of their mission to not only accomplish what the Cultural Arts Initiative set out to do, but to identify the cultural arts experience that they are creating for our residents and surrounding community.

RECOMMENDATION

Staff respectfully recommends the City Council approve the 91301 logo submitted by the Cultural Arts Council.

Attachments: 91301 Logo

91501



A CULTURAL EXPERIENCE