

REPORT TO CITY COUNCIL

DATE: JANUARY 26, 2022

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

BY: AMY BRINK, DIRECTOR OF COMMUNITY SERVICES

SUBJECT: APPROVAL OF CITY OF AGOURA HILLS 40TH ANNIVERSARY LOGO

On December 8, 1982, a majority of residents living in an area called Agoura, voted to incorporate a 7.9 square-mile area in western Los Angeles County. The voters decided that "Agoura Hills" would be the name of this new city. The city that sits as a gateway to the Santa Monica Mountains and has a history filled with early settler stories, is turning forty years old this year.

The City is preparing to honor the occasion by embarking on a yearlong celebration filled with stories, photos, historical reflections, and many fun-filled activities and special events. Furthermore, staff will be incorporating themes and activities into already existing special events, such as Concerts in the Park and Reyes Adobe Days. The Community Services Subcommittee reviewed a list of potential 40th Anniversary Celebration events and activities. They narrowed down the list, which is attached for review by the City Council. Some of these events and activities include: historical facts and trivia activities, photo contests, local business participation, school-based birthday themed activity, historical documentary video, and a special celebration centered on the 40th Anniversary. These recommendations were made by the Community Services Subcommittee for consideration. Staff is seeking direction from the City Council so that the events and activities list can be finalized and any costs needed to be appropriated for FY 2021/22 will be brought back with the mid-year budget review in February 2022.

To kick off the celebration, an additional city logo is being presented to mark the momentous point in time. Traditionally, forty-year celebrations are recognized with the symbol, or color of a ruby. The variations of a logo were created with the idea of turning the city into the color of ruby red. Therefore, the variations of a 40th logo are presented with a ruby red color scheme.

The purpose of a 40th anniversary logo will be to utilize on printed materials, social media posts, the city's website, and all marketing communication efforts. The three options are presented after having been reviewed and selected by the Community Services Subcommittee. The logos are supported as presented by RMG, the City's Communications Consultant. The events and activities were discussed and reviewed by the Community Services Subcommittee.

RECOMMENDATION

Staff respectfully recommends the City Council:

1. Select and approve a 40th Anniversary logo as presented
2. Approve the 40th Anniversary events and activities
3. Direct staff to bring back budget appropriation for the events and activities for FY 2021-22 during the mid-year budget review

Recommendations for city-wide programs and activities:

1. Create 40th Anniversary Logo

Use it on all social media, website, emails, presentations, etc.

2. 40 Facts for 40 Years

Present facts at each Council Meeting starting January 12, 2022. Facts might result in bringing residents, businesses, or local organizations into the meeting for a certificate, proclamation, or presentation.

3. 40 YEARS in Photos

Submit photos and stories from over the past 40 years, use social media to highlight history.

4. Historical Video

Create a historical narrative on the past 40 years of Agoura Hills, include past Councilmembers, long-time residents, students, and families to document the city's history. Tap into the original founding members of the City.

5. Who has lived here the longest?

Ask residents who currently reside in Agoura Hills, who has lived here the longest.

6. Local Business Participation:

Work with local businesses to get involved such as, offer 40% savings on anniversary date, first 40 people get reward, or for 40 days there is a special, etc.

7. 40th Anniversary:

Traditional gift for 40 years is a RUBY. Idea is to turn the city Ruby RED through promotions.

8. Celebrate @ the Event Center

Suggestions included: day/time are to be determined, unveil/show the video that was created; live band entertainment; art/historical display, etc.

9. Tree Planting Day

Incorporate planting a tree(s) to honor the 40th anniversary.

10. Virtual Cake Decorating Contest

Collaborate with the school district to host an activity with the students at Agoura Hills schools.

1982 - 2022

40
YEARS

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