



**CITY OF MONROVIA  
MONROVIA OLD TOWN ADVISORY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services

**MEETING DATE:** September 11, 2018

**PREPARED BY:** Katie Distelrath,  
Recreation Manager

**AGENDA LOCATION:** AR-2

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**TITLE:** Proposed Old Town Monrovia Logo for use in Promotional and Marketing Efforts

**BACKGROUND:** During the January 30, 2017 MOTAB Study Session, the Board directed Staff to investigate the possibility of developing a new logo for Old Town for use in promotions and marketing efforts. The following month, a Subcommittee, consisting of Kristin Miller and Soren Loft, was formed. Over the next several months, Staff and the Subcommittee began working with a consultant to develop a logo for MOTAB and City Councils consideration.

After several renditions, and feedback from the merchants and the community, a proposed logo was presented to the City Council during the February 20, 2018 meeting. Ultimately, the logo presented was not positively received. Staff and the Subcommittee did however; receive a lot of valuable feedback as it relates to the overall design. Because Old Town is so important to our community, having a logo that everyone can appreciate was important.

The Subcommittee and Staff took the next few months to review the feedback received from City Council, the merchants, and the Board. During the development of the first logo, Staff heard the importance of incorporating the color green, including the wording "Found in 1887", and incorporating buildings into the logo. With the feedback provided, Staff and the Subcommittee engaged a new consultant to take a second look at the development of the logo. The team took inspiration from the current Old Town logo and incorporated the color scheme, buildings, trees, the words "Live, Shop, Dine", and "Founded 1887". The Subcommittee provided their feedback and the logo was presented to MOTAB during the August 14, 2018 meeting. The Board responded positively to the logo. The new proposed logo was shared during the August 15, 2018 Quarterly Merchant Meeting, in the August 20, 2018 City Manager Newsletter, as well as emailed to all merchants on the distributions list. Feedback received included the following:

*Love this version! Much improved. Thanks!*  
*I like this much more than the first one. Great job team*  
*Love.*  
*Love it!!*  
*I love it You can totally noticed the concept behind it thanks*  
*Looks good*  
*I think the logo looks great. I love the image and the text.*  
*Looks great!*

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**ANALYSIS:** With the feedback provided by MOTAB, merchants and the community, the new proposed logo captures the charm and energy of Old Town. The color scheme, “Founded in 1887”, and the buildings provide a bridge to the current Old Town logo; while the words “Live, Shop, Dine” represent what Old Town has to offer.



If approved by MOTAB, staff will then present the logo to the City Council for their consideration.

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the Old Town Monrovia logo for City Council consideration.
2. Do not recommend approval of the Old Town Monrovia logo and/or request more information from Staff.

**STAFF RECOMMENDATION:** Staff recommends the Board approve Option 1, recommend approval of the Old Town Monrovia logo for City Councils consideration.

**ACTION:** If the Board concurs, the appropriate action is a motion to recommend approval of the Old Town Monrovia Logo for City Council consideration and approval.