

RESOLUTION NO. 2018-52

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA AUTHORIZING DOWNTOWN STREET BANNER PROGRAM SERIES NUMBER FOUR; AND, AUTHORIZING THE CITY MANAGER TO INCORPORATE THIS SERIES INTO THE DOWNTOWN MARINA STREET BANNER PROGRAM

WHEREAS, at the regular meeting of March 21, 2017, Resolution No. 2017-17, the Marina City Council authorized the Downtown Street Banner Program; appropriation in the amount of \$25,000 (90 banners, comprised of 30 banners/set with 3 banner rotations); and, that the City Manager implement the Program. While funding was approved, City Council directed staff to return with sample branding/marketing messages, additional design options and maximize color options, and;

WHEREAS, at the regular meeting of May 4, 2017, the Marina Economic Development Commission (EDC) adopted the FY 2016-17 Annual Report, which included the Banner Program as part of its Goals, and;

WHEREAS, at the regular meeting of June 20, 2017, the Marina City Council received the 2016-17 EDC Annual Report, Reso 2017-61, and;

WHEREAS, at the regular meeting of July 20, 2017, the EDC received an update on the Banner Program and artwork, and;

WHEREAS, the contract in the amount of \$25,000 for the purchase of 90 banners including installation of hardware on light poles has been completed. Moreover, "Joy" Banners were installed during the holiday season (November-January); the Land-Sea-Air Banners are currently being displayed (January-June) and will be replaced with the Shop-Dine-Stay & Play banner series in June 2018, and;

WHEREAS, at the regular meeting of October 3, 2017, the Marina City Council directed staff to return at a later date, after the first of the year or perhaps mid-year, with additional designs for a possible fourth banner series to extend the life/quality of the current banners. The Marina Acrylic fabric (Sunbrella) comes with a 5-year warranty based upon four annual banner rotations, and;

WHEREAS, during a 4-month period, the banner committee engaged in deliberation of various banner themes that included military (the soldier), Fort Ord/historic, American Flag, sustainability, diversity and cultural. As the committee contemplated themes for banner series number four, cultural diversity resonated as one of the prominent incorporating text in Korean, Samoan, Japanese, Spanish, Filipino, Vietnamese and English. Taking cultural diversity concept to the next level with the intent of embracing both local residents and visitors, the committee embraced the term "Welcome" in multi languages, which was subsequently amended by the EDC to read "Hello". The reason for the amendment was due to reducing banner text for a quick read to passing motorists, and;

WHEREAS, at the regular meeting of April 19, 2018, the EDC received sample renderings depicting "Welcome to Downtown the heart of our city!" and "Hello" in numerous languages (Exhibit "A"); and provided recommendation for submittal to City Council for approval. Also attending the April 19, 2018, were both Jeniffer Kocher and Robert Row, of the Monterey County Convention and Visitors Bureau, who were featured guest speakers. During the meeting, the EDC asked for public input on the banner design. As a community member, Ms. Kocher provided feedback and offered to give the project further consideration, and;

WHEREAS, following the regular meeting of April 19, 2018, Ms. Kocher submitted a new rendering to city staff based upon invited public comment during the EDC meeting. Exhibit “B” offers an alternative design that encapsulates the desired message of cultural diversity while enticing visitors to discover Marina encouraging over-night stays. Both Tess Alcantara, Chair of the EDC, and Ron Lebda, Economic Development Commissioner, subsequently approved the design provided by Ms. Kocher, and;

WHEREAS, banner series number four will include a total of 30 banners, which will be displayed in the designated downtown area. It is proposed that “Welcome to Downtown the heart of our city!” be installed at the five designated downtown entrance areas, leaving 25 banners as described in Exhibits A and B. Below are two banner options for consideration:

Exhibit “A” - Hello

Each designated downtown entrance will display a banner that reads “Welcome to Downtown the heart of our city!” Subsequent banners will read “Hello” in English, Japanese and Spanish; Hello in English, Tagalog (Filipino) and Vietnamese; and, Hello in English, Korean and Samoan.

Exhibit “B” – Explore-Experience-Enjoy

Each designated downtown entrance will display a banner that reads “Welcome to Downtown the heart of our city!” Subsequent banners will read “Explore” in English, Korean and Vietnamese; “Experience” in English, Japanese and Samoan; and, “Enjoy” in English, Spanish, Tagalog (Filipino), and;

WHEREAS, should the City Council approve this request for 30 banners, the cost of the banners in the amount of \$8,000 has been included in the FY 18-19 budget, which includes materials, design/set up and one banner rotation.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina does hereby:

1. To authorize the downtown street banner program series # 4 and to incorporate the series into our downtown street banner program but to change the design and the new design and any alternative be resubmitted to council as quickly as possible

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 15th day of May 2018, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Morton, O’Connell, Brown

NOES, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: Delgado

David W. Brown, Mayor Pro-Tem

ATTEST:

Anita Sharp, Deputy City Clerk



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ENGLISH
JAPANESE
SPANISH

ENGLISH
TAGALOG (FILIPINO)
VIETNAMESE

ENGLISH
KOREAN
SAMOAN

Welcome
to
Downtown

the
heart
of our
city!

CITY OF
MARINA

Hello!



こんにちは!



¡hola!

CITY OF
MARINA

Hello!



kumusta



Xin chào

CITY OF
MARINA

Hello!



안녕하세요



talofa

CITY OF
MARINA

Welcome
to
Downtown

the
heart
of our
city!

CITY OF
MARINA

Explore

탐험[답사]하다

Kham pha

CITY OF
MARINA

English
Korean
Vietnamese

Experience

経験

Poto masani

CITY OF
MARINA

English
Japanese
Samoan

Enjoy

Disfrutas

Magsaya

CITY OF
MARINA

English
Spanish
Tagalog (Filipino)

EXHIBIT

B

May 7, 2018

Item No. **8f(5)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of May 15, 2018

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2018-,
AUTHORIZING DOWNTOWN STREET BANNER PROGRAM SERIES
NUMBER FOUR; AND, AUTHORIZING THE CITY MANAGER TO
INCORPORATE THIS SERIES INTO THE DOWNTOWN MARINA
STREET BANNER PROGRAM**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2018-, authorizing the downtown street banner program series number four; and, authorizing the City Manager to incorporate this series into the Downtown Marina Street Banner Program

BACKGROUND:

At the regular meeting of March 21, 2017, Resolution No. 2017-17, the Marina City Council authorized the Downtown Street Banner Program; appropriation in the amount of \$25,000 (90 banners, comprised of 30 banners/set with 3 banner rotations); and, that the City Manager implement the Program. While funding was approved, City Council directed staff to return with sample branding/marketing messages, additional design options and maximize color options.

At the regular meeting of May 4, 2017, the Marina Economic Development Commission (EDC) adopted the FY 2016-17 Annual Report, which included the Banner Program as part of its Goals.

At the regular meeting of June 20, 2017, the Marina City Council received the 2016-17 EDC Annual Report, Reso 2017-61.

At the regular meeting of July 20, 2017, the EDC received an update on the Banner Program and artwork.

The contract in the amount of \$25,000 for the purchase of 90 banners including installation of hardware on light poles has been completed. Moreover, "Joy" Banners were installed during the holiday season (November-January); the Land-Sea-Air Banners are currently being displayed (January-June) and will be replaced with the Shop-Dine-Stay & Play banner series in June 2018.

At the regular meeting of October 3, 2017, the Marina City Council directed staff to return at a later date, after the first of the year or perhaps mid-year, with additional designs for a possible fourth banner series to extend the life/quality of the current banners. The Marina Acrylic fabric (Sunbrella) comes with a 5-year warranty based upon four annual banner rotations.

During a 4-month period, the banner committee engaged in deliberation of various banner themes that included military (the soldier), Fort Ord/historic, American Flag, sustainability, diversity and cultural. As the committee contemplated themes for banner series number four, cultural diversity resonated as one of the prominent incorporating text in Korean, Samoan, Japanese, Spanish, Filipino, Vietnamese and English. Taking cultural diversity concept to the next level with the intent of embracing both local residents and visitors, the committee embraced the term "Welcome" in multi languages, which was subsequently amended by the EDC to read "Hello". The reason for the amendment was due to reducing banner text for a quick read to passing motorists.

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Following the regular meeting of April 19, 2018, Ms. Kocher submitted a new rendering to city staff based upon invited public comment during the EDC meeting. Exhibit “B” offers an alternative design that encapsulates the desired message of cultural diversity while enticing visitors to discover Marina encouraging over-night stays. Both Tess Alcantara, Chair of the EDC, and Ron Lebda, Economic Development Commissioner, subsequently approved the design provided by Ms. Kocher.

ANALYSIS:

Description of Banners

Banner series number four will include a total of 30 banners, which will be displayed in the designated downtown area. It is proposed that “Welcome to Downtown the heart of our city!” be installed at the five designated downtown entrance areas, leaving 25 banners as described in Exhibits A and B. Below are two banner options for consideration:

Exhibit “A” - Hello

Each designated downtown entrance will display a banner that reads “Welcome to Downtown the heart of our city!” Subsequent banners will read “Hello” in English, Japanese and Spanish; Hello in English, Tagalog (Filipino) and Vietnamese; and, Hello in English, Korean and Samoan.

Exhibit “B” – Explore-Experience-Enjoy

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FISCAL IMPACT:

Should the City Council approve this request for 30 banners, the cost of the banners in the amount of \$8,000 has been included in the FY 18-19 budget, which includes material, design set up and one banner rotation.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Marilyn Lidyoff
Economic Development Coordinator
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager

City of Marina