



Agenda Date: 10/19/2016  
Agenda Placement: 8B

## Napa Sanitation District Board Agenda Letter

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**TO:** Honorable Board of Directors  
**FROM:** Timothy Healy - General Manager  
NS-Technical Services/Engineer  
**REPORT BY:** Stephanie Turnipseed, Pollution Prevention and Outreach Coordinator - 707-258-6002  
**SUBJECT:** Presentation of New NSD Logo and Tagline Options

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### **RECOMMENDATION**

Receive a presentation from staff on new organization names, logo, and tagline options, and provide direction to staff.

### **EXECUTIVE SUMMARY**

One of the tasks within the Long Range Communications Plan approved by the Board is to create a new name, logo, and tagline that more clearly communicates the role and mission of the District. To achieve this, staff purchased multiple logo templates and then surveyed employees for tagline ideas to accompany the new logo. The resulting name, logo, and tagline combinations are being presented for Board review, discussion, and approval. The logo option the Board selects will be sent to a graphic designer for final edits, and will be adopted as the complete, new District logo.

If none of the options are found to be satisfactory, staff will create new logo and tagline options and present them to the Board at a future meeting.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	The cost associated with creating a new name, logo, and tagline is budgeted in the Fiscal Year 16/17 operations budget for Pollution Prevention.

Is it Mandatory or Discretionary? Discretionary

Discretionary Justification: Selection of a new name, logo, and tagline is at the Board's discretion.

Is the general fund affected? No

Future fiscal impact: Cost associated with implementation of a new name, logo, and tagline will be spread over future fiscal years and is not expected to increase the cost of future expenses. For example, as new business cards are needed, or a vehicle is replaced, we will brand these items with the new logo and tagline. This slow roll-out of the new logo and tagline will keep the District from incurring any costs beyond the typical budget.

Consequences if not approved: The District will continue to use the existing logo and tagline.

Additional Information:

**ENVIRONMENTAL IMPACT**

None.

**BACKGROUND AND DISCUSSION**

None.

**SUPPORTING DOCUMENTS**

A . Logo and Tagline Presentation

Napa Sanitation District: Approve

Reviewed By: Timothy Healy