

*"Placerville, a unique historical past forging into a golden future."*

**City Manager's Report**  
**July 14, 2020, City Council Meeting**  
**Prepared by: Cleve Morris, City Manager**  
**Item #: 12.1**



**Subject:** Confirm Staff's recommendation to redesign the Placerville City Logo and approve the application of the new logo to all City documents, facilities and other assets.

**Purpose:** To approve the redesign of the City of Placerville logo to remove the noose from the logo and to remove the noose from any other facilities of documents currently used by the City.

**Background:** At the City Council meeting on June 23, 2020, the Council heard comments under public comment regarding the City's nick name, Old Hangtown, and other symbols related to the City's history that may not be deemed appropriate by some. The council had a brief discussion regarding the City's current logo affixed to City stationary, business cards and other City documents and assets. Interest was expressed in considering removing the depiction of a noose from the City logo and other city assets.

**Discussion:** City staff has reviewed the documents and other assets that have a depiction of a noose on them. Based on that review, staff had the depiction of a noose removed from the City logo to show how it could be done. Below is a depiction of the current logo with the revised logo.



If Council is in agreement, staff will implement the process to replace the logo on all documents going forward. This will include City stationary and other official documents, business cards, and other facilities and assets that currently have a depiction of the noose on them.

**Options:**

1. Approve removal of the depiction of a noose from all City documents and assets
2. Do not remove the depiction of a noose from City documents and assets.
3. Direct staff to take other action.

**Cost:** The cost to make this change is an estimate at this time.

Business Cards:	\$740	
Decals for Facilities:	\$490	Labor: \$300
Decals for Vehicles:	\$463	
Street Signs:	\$1,864	Labor: \$1,500
<b>Total:</b>	<b>\$3,557</b>	<b>\$1,800</b>

**Budget Impact:** This item is not budgeted and therefore would need to be allocated from the General Fund Reserve for Economic Uncertainties.

**Recommendation:** Confirm Staff's recommendation to redesign the Placerville City Logo and approve the application of the new logo to all City documents, facilities and other assets.



M. Cleve Morris, City Manager