



ITEM REPORT CITY COUNCIL

Agenda Date: 4/21/2026
Agenda Section: Agenda Item

Department Origination: Administration

Agenda Item: City of Baxter Logo Branding Discussion

Approval Required: No Action Required

BACKGROUND

During the public comment portion of the April 7, 2026, Council meeting, Steve Schmid, a Baxter resident, requested City Council to utilize the upcoming Hwy 371 Overpass project as an opportunity to rebrand the City logo & slogan. Later that meeting, several Council members expressed their interest in discussing the topic at the next work session. Time has been set aside to commence discussion on the topic.

FINANCIAL IMPLICATIONS

STAFF RECOMMENDATIONS

COUNCIL ACTION REQUESTED