



STAFF REPORT

MEETING DATE: May 16, 2023

PRESENTER: Theresa Johnson, CPRP Community Services Director

SUBJECT: Kerman Welcome Signs – Slogan Update

RECOMMENDATION: Select New Slogan

EXECUTIVE SUMMARY: During the severe drought the City of Kerman placed “Save Water” placards under the Welcome to Kerman signs located at the four entrance points. To remain relevant with our messaging, we’ve been asked to work with the Recreation Commission to create a new slogan. Department staff was asked to submit slogan ideas for your review and comment, below are the responses received.

1. We Honor...Veterans, Family, etc.
2. A Community for Everyone
3. Where we Grow Together as a Community
4. Growing Together as a Community
5. One Community
6. A Place for Everyone
7. A Small Town with a Big Heart
8. A Place to Celebrate Everyone's Culture
9. A Community Where We Celebrate Culture & Diversity
10. A Community who Cares
11. A Community that Cares
12. Caring for our Community Wellness
13. Compassion Through Conservation
14. Working, Saving, Caring
15. A Community of Commitment
16. A Committed Community
17. Community Committed to Conservation

FISCAL IMPACT: None

ATTACHMENTS: None