



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council Meeting
MEETING DATE:	December 2, 2024
ITEM TITLE:	Consider and take appropriate action on recommendation for Alcove Elevated Storage Tank logo design
STAFF INITIATOR:	Tara Tomlinson, Director of Development Services Danielle Sweat, Executive Director of EDC

BACKGROUND:

On October 7, 2024, Mayor Addington appointed a committee consisting of city staff and City Council members to select a logo design for the Elevated Storage Tank and present their recommendation to the City Council. On November 22, the committee convened to review current images, explore new ideas, and consider recommendations from external sources. After careful deliberation, the committee concluded that the logo design should reflect our city's identity in a way that is easily recognizable by neighboring communities, without being overly complex. Attached are the documents outlining their recommended design.

EXHIBITS:

1. Images

COUNCIL ACTION/STAFF RECOMMENDATION:

Committee recommends approving EST logo design.