City of Boerne	AGENDA ITEM SUMMARY	District Impacted 1 = Wolosin 2 = Woolard 3 = Scott 4 = Fowler 5 = Macaluso
AGENDA DATE	October 22, 2019	
DESCRIPTION	DISCUSSION ON CITY OF BOERNE BRANDING.	
STAFF'S RECOMMENDED ACTION (be specific)	Discuss the desire to review the issue of brand Boerne.	ling for the City of
CONTACT PERSON	Tim Handren, Mayor Linda S. Zartler, Assistant City Manager	
SUMMARY	The topic of City branding has been raised for the purpose of marketing the City of Boerne. We will present some of the history of the City logo's as well as what is currently being used by the Departments of the City of Boerne. We are seeking input from the City Council as to if they wish to re-brand or alter any of the logos that are used for marketing the City and its departments.	
COST	n/a	
SOURCE OF FUNDS		
ADDITIONAL INFORMATION		

This summary is not meant to be all inclusive. Supporting documentation is attached.