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RESOLUTION NO. 2011-38

A RESOLUTION OF THE ALBANY CITY COUNCIL ADOPTING A NEW CITY MOTTO

WHEREAS, a City motto helps to define the current and future identity of a community; and

WHEREAS, the City of Albany’s existing motto “*Northern Gateway to Alameda County*” has been in existence for at least 35 years, and does not provide a sense of identity for the City; and

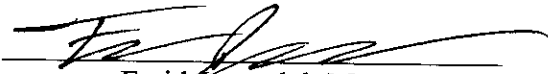
WHEREAS, it is appropriate for an organization to revisit its motto for continued relevance at least every generation; and

WHEREAS, between May 2 and May 5, 2011, the City worked with Arnett Muldrow and Associates to conduct a series of workshops to focus on branding and identity with multiple segments of the community, including businesses, youth, community groups, elected officials, city staff members; and the general public;

WHEREAS, the efforts also included a review and discussion of the prior motto ideas considered by the City in earlier years; and

WHEREAS, the workshops identified Albany’s waterfront location and caring and cohesive “village” atmosphere as significant aspects of the community;

NOW THEREFORE, BE IT RESOLVED, that the Albany City Council hereby adopts as the motto for the City of Albany: “*Urban Village by the Bay.*”


Farid Javandel, Mayor



City of Albany

1000 San Pablo Avenue • Albany, California 94706
(510) 528-5710 • www.albanyca.org

RESOLUTION NO. 2011-38

PASSED AND APPROVED BY THE COUNCIL OF THE CITY OF ALBANY,

this 5th day of July, 2011, by the following votes:

AYES: Council Members Atkinson, Lieber, Thomsen and Mayor Javandel

NOES:

ABSENT:

WITNESS MY HAND AND THE SEAL OF THE CITY OF ALBANY, this

6th Day of July, 2011

Eileen Harrington
DEPUTY CITY CLERK

The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of a diverse community, and providing a safe, healthy and sustainable environment.



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