

Excerpt from the June 26, 2016 New Braunfels Downtown Board Special Meeting Minutes

Vice Chair Hines introduced the item and board members viewed proofs of the proposed logo.

Downtown Coordinator Amy McWhorter explained the purpose of the new logo and the benefits of consolidated, unified branding.

Board member Winn noted the proposed design is an improvement on the current design. Discussion ensued about the staggered lettering. Board reached consensus that the staggered lettering should remain.

Further discussion ensued about the logo and tagline and the need to differentiate New Braunfels from the rest of the City as a unique destination. Discussion continued regarding the German character of the tagline.

Board member Winn motioned to approve the logo and tagline as presented. The motioned was seconded by board member Butler. Motion passed 6-0-0, Board members Perez, Talcott, Johnson, and Miller absent.