

Legislation Text

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Presenter/Contact

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**SUBJECT:**

Presentation and action regarding a logo for the Das Rec, New Braunfels Recreation Center.

**BACKGROUND / RATIONALE:**

Staff has worked with our marketing consultant, AMMO Group to develop several possible logos for the new Recreation Center. This logo will help to create a brand and identity for the facility. At the time of this writing, work is still being finalized. Staff and our consultant will present several options for the Council's consideration on Monday.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

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**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

The Parks and Recreation Advisory Board has not been presented the logos due to the quick turnaround needed for implementation.

**STAFF RECOMMENDATION:**

If requested, staff will be happy to provide a recommendation at the meeting on Monday.