



COUNTY OF HUMBOLDT

AGENDA ITEM NO.
H-1

For the meeting of: October 25, 2016

Date: October 7, 2016
To: Board of Supervisors
From: Supervisor Virginia Bass
Subject: Logo Contest for California Redwood Coast – Humboldt County Airport

RECOMMENDATION(S):

That the Board of Supervisors:

1. Authorize Redwood Region Economic Development Commission to coordinate a contest inviting the community to submit artwork to be considered as a new logo for the California Redwood Coast – Humboldt County Airport, and;
2. Set a deadline of February 6, 2017 for Redwood Region Economic Development Commission to present the submissions and a recommendation for the new airport logo to the Board of Supervisors.

SOURCE OF FUNDING:

N/A

DISCUSSION:

On May 28, 2013 the Board renamed the county's commercial airport in McKinleyville from the Arcata-

Prepared by Kathy Hayes CAO Approval Virginia Bass
 REVIEW: Auditor _____ County Counsel _____ Human Resources _____ Other _____

TYPE OF ITEM:
 _____ Consent
 _____ Departmental
 _____ Public Hearing
 _____ Other Board Initiated

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT
 Upon motion of Supervisor Bass Seconded by Supervisor Fennell
 Ayes Sundberg, Fennell, Lorelace, Bohn, Bass
 Nays _____
 Abstain _____
 Absent _____

PREVIOUS ACTION/REFERRAL:
 Board Order No. H-2
 Meeting of: 5/28/13

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: Oct. 25, 2016
 By: [Signature]
 Kathy Hayes, Clerk of the Board

Eureka Airport to California's Redwood Coast – Humboldt County Airport (ACV). This change was made as one method of branding our area and enhancing economic activity. In September the airport's name change was finally recognized the Federal Aviation Administration (FAA). To continue the branding process, it has been suggested by the Redwood Region Economic Development Commission (RREDC) that the county create a new logo for the airport to be used on documentation and marketing materials.

RREDC is uniquely positioned to host this contest and provide a recommendation to the Board. It played a significant role in the airport's renaming process, continues to be involved in raising funds for the airport, including the more than \$1 million it helped raise for a minimum revenue guarantee designed to attract new air service and sponsors Fly Humboldt!, which supports and promotes air service at ACV. In addition, the county is a member of the RREDC Joint Powers Authority. While RREDC has marketing expertise, it would recruit a panel of experts both from within the community and the aviation industry to evaluate entries it receives. The panel's evaluation would provide the basis of the recommendation to come before the Board.

FINANCIAL IMPACT:

There is no significant financial impact associated with the proposed contest. However, there will be costs associated with creating physical signs for the airport based on the logo chosen, however, those costs are not yet known. There would also be nominal costs for new materials like letterhead that includes the new logo. Those costs would come from the Aviation Division budget.

The requested action supports the Board's Strategic Framework, Core Roles by encouraging local enterprise and ensuring proper operation of markets. In addition, it supports your Priorities for New Initiatives by making proactive decisions to facilitate public/private partnerships to solve problems.

OTHER AGENCY INVOLVEMENT:

Redwood Region Economic Development Commission

ALTERNATIVES TO STAFF RECOMMENDATION:

Board Discretion

ATTACHMENTS:

None