

RESOLUTION 2019-013

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE CITY OF SAN PABLO SLOGAN “TEAMWORK SAN PABLO 2019 - THE YEAR OF NEW BEGINNINGS” FOR THE JANUARY—DECEMBER 2019 PERIOD

WHEREAS, *City Branding & Image Promotion* is an adopted policy area contained in the FY 2018-21 Council Priority Workplan, effective November 1, 2017.

WHEREAS, in 2012, an annual slogan was instituted for the City of San Pablo as an organization to promote community pride and civic engagement;

WHEREAS, the slogan is part of an overall integrated organizational plan to promote cooperation and teamwork in the City of San Pablo organization and in the community, and to underscore the importance of professional development, management and leadership in the organization;

WHEREAS, the top four “The Year of” slogan choices for 2019 were developed by the City’s Executive Leadership Group (ELG). Subsequently all city staff were invited to participate in answering a survey via e-mail, followed by a community survey via social media for voting. The top three results overall are (in order of support):

1. 2019 Year of New Beginnings
2. 2019 Year of Collaboration
3. 2019 Year of Achievement

TEAMWORK SAN PABLO: **2019 The Year of New Beginnings**

WHEREAS, the selected slogan will be promoted in City Hall and in the community during the January – December 2019 period; and

WHEREAS, the expense to print appropriate banners and marketing items can be accommodated within the existing City Manager’s budget and no new funds are required at this time.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Pablo hereby approves “Teamwork San Pablo 2019 - *The Year of New Beginnings* as the slogan for the 2019 calendar year.

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Adopted this 22nd day of January, 2019, by the following vote:

AYES:	COUNCILMEMBERS:	Pineda, Xavier, Pabon-Alvarado and Cruz
NOES:	COUNCILMEMBERS:	Kinney
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None
ATTEST:		APPROVED:

/s/ Patricia Ponce
Patricia Ponce, City Clerk

/s/ Rich Kinney
Rich Kinney, Mayor