

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: 2/19/2008
Reviewed by: *BP*

SUBJECT: New City Motto

REPORT BY: Judy Lieberman, Assistant City Administrator

SOCIAL AND ECONOMIC JUSTICE COMMISSION RECOMMENDATION

Review top four recommended motto selections as a potential new City Motto.

BACKGROUND

In the summer of 2007, the City publicized a “motto contest” to select a new City Motto for the City’s Centennial. The City’s current motto is “Northern Gateway to Alameda County.”

Entries were taken through the summer and the deadline was extended to October 31, 2007. One hundred and seventy one (171) entries were received. At the November SEJC meeting, Commissioners reviewed all of the entries. Their top 5-10 entries were sent to staff for compilation, and were reviewed at the December 2007 meeting. Commissioners reviewed all of the selections chosen as the top 10, discussed possible revisions to some of the entries, and selected their top four choices as follows:

- Urban Village on San Francisco Bay
- Golden Gate View to the Pacific
- A Stroll by the San Francisco Bay
- Diversity, Unity, Sustainable Community.”

DISCUSSION

SEJC Commissioners agreed that they wanted something unique, not common or trite. They also agreed that although they recommended the above four, they felt that Council would also have the option of either revising the suggestions or coming up with their own. It is also possible that the suggested entries or any additional ones developed by the City Council could be publicized and put on the web site, and Albany community members could vote for their favorite.

FINANCIAL IMPACT

There will be a small financial impact to having the master City Seal files changes to include the new motto. However, the city will replace the old seal with the new seal on an as-needed basis for letterhead, business cards, etc.

Attachments

1. Complete List of Motto Entries