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RESOLUTION NO. 2011-38

A RESOLUTION OF THE ALBANY CITY COUNCIL ADOPTING A NEW CITY MOTTO

WHEREAS, a City motto helps to define the current and future identity of a community; and

WHEREAS, the City of Albany’s existing motto “*Northern Gateway to Alameda County*” has been in existence for at least 35 years, and does not provide a sense of identity for the City; and

WHEREAS, it is appropriate for an organization to revisit its motto for continued relevance at least every generation; and

WHEREAS, between May 2 and May 5, 2011, the City worked with Arnett Muldrow and Associates to conduct a series of workshops to focus on branding and identity with multiple segments of the community, including businesses, youth, community groups, elected officials, city staff members; and the general public;

WHEREAS, the efforts also included a review and discussion of the prior motto ideas considered by the City in earlier years; and

WHEREAS, the workshops identified Albany’s waterfront location and caring and cohesive “village” atmosphere as significant aspects of the community;

NOW THEREFORE, BE IT RESOLVED, that the Albany City Council hereby adopts as the motto for the City of Albany: “*Urban Village by the Bay.*”

Farid Javandel, Mayor