



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Administrator

SUBJECT: Presentation of Certificate to Anthony Aguilar

MEETING DATE: August 1, 2016

RECOMMENDATION:

At the request of Councilmember Leon, the City Council will consider presenting a Certificate of Recognition to Graphics and Printing Specialist Anthony Aguilar for designing the current library logo, which earned an Award of Distinction from the California Association of Public Information Officials (CAPIO) in April.

ANALYSIS:

The Public Information Office (PIO) submitted three entries for the 2016 Annual CAPIO Conference in Olympic Valley, including the newly designed Commerce Public Library logo for the "Logo" category. Out of the three, the City received an Award of Distinction from the organization for the library logo designed by Graphics and Printing Specialist Anthony Aguilar.

Aguilar has been a creative powerhouse within the PIO, designing logos, graphics, flyers, programs and more for the City's various events, and special projects centering on beautification. His innovative, imaginative and original designs frequently merit praise from residents, businesses and visitors to the City. His artistic eye has benefitted the City in many ways; his productions have helped make programs and events hosted by well attended successes. Among his many contributions are the Miss Commerce Pageant programs, the graphic design of the RTTP and much more. Aguilar is well deserving of recognition for his part in making Commerce "The Model City."

FISCAL IMPACT:

This presentation can be made without impact to the City's current operating budget.

RELATIONSHIP TO STRATEGIC GOALS:

This agenda report before Council is applicable to the following 2012 Strategic goals:

- Implement Staff Development
- Improve and Maintain Infrastructure and Beautify our Community

- Implement Strategic Communication Plan for all Key Stakeholders

Recommended by:

Reviewed By: Vilko Domic, Finance Director

Approved as to Form: Eduardo Olivo, City Attorney

Respectfully submitted: Jorge Rifá, City Administrator