



## **Yolo County Housing**

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DATE: October 1, 2009  
TO: YCH Board of Commissioners  
FROM: Lisa A. Baker, Executive Director  
PREPARED BY: Janis Holt, Resource Administrator  
SUBJECT: **Review and Approve 60<sup>th</sup> Anniversary Slogan and Review Proposed Activities for 60<sup>th</sup> Anniversary Year in 2010**

### RECOMMENDED ACTION:

That the Board of Commissioners review and approve the 60<sup>th</sup> Anniversary Slogan and authorize staff to move forward with proposed calendar of events.

### BACKGROUND / DISCUSSION:

The year 2010 marks the 60<sup>th</sup> anniversary for Yolo County Housing. Staff has organized a 60th anniversary committee to prepare for this event. Staff is proposing a year long calendar of events to celebrate this achievement and to recognize our partners and communities we serve.

As part of the planning, the committee solicited ideas from staff for possible 60th anniversary slogans. YCH staff submitted ideas for the 60<sup>th</sup> Anniversary Slogan which, if approved, will be used throughout the year on correspondence and promotional materials. The top five ideas were voted on by staff during the Annual Planning Meeting held on June 24<sup>th</sup>. The winning slogan below is submitted for your review and approval:

**“YCH: Proudly committed to excellence for 60 years”**

In addition to the slogan, the 60<sup>th</sup> anniversary committee proposes the following activities throughout the year:

- **A YCH 2010 Calendar** that will serve several functions: as the Annual Report, as a calendar to showcase our products and as a useful information piece that includes relevant topics and information for tenants, landlords, and the community (December 2009) (designed in house).
- **60<sup>th</sup> Anniversary Poster** (developed within a partnership if possible).
- **Themed Letterhead and Envelopes** for 2010 correspondence (designed and done in-house).
- **Themed items**, such as wrist bracelets with the YCH anniversary slogan for residents and the public.

*Working together to provide affordable housing and community development services for all*

- An **open house event** recognizing community partners that have supported Yolo County Housing throughout the years (Spring 2010).
- **Celebration event** recognizing past and present YCH Commissioners and Staff (Fall 2010). This includes rollout of previously Board approved Years of Service Recognition awards.

**FISCAL IMPACT:**

1. There will be minor fiscal impacts yet to be determined for the calendar, themed items and events.

**CONCLUSION:**

Staff recommends that the Board approve the adoption of the 60<sup>th</sup> Anniversary Slogan and authorize staff to move forward with planning events.