



Shelton City Council
Study Session Agenda
December 14, 2021 – 6:00 p.m.
Virtual Platform

A. Call to Order

B. Roll Call

C. Study Agenda

1. New City Logo – Presented by Communications Specialist Mary Ricker

D. New Items for Discussion

E. Adjourn

The City of Shelton is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Council meeting, please call (360) 432-5103 at least 48 hours in advance of the meeting.



2021-2022 Looking Ahead

(Items and dates are subject to change)

<p>Tues. 12/21 5:45 p.m. CANCELLED</p>	<p>SMPD Meeting</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Meeting Minutes <p>Business Agenda</p> <ul style="list-style-type: none"> • <p>Action Agenda</p> <ul style="list-style-type: none"> • <p>Administration Report</p> <ul style="list-style-type: none"> • 	<p>Packet Items Due: 12/10 – 5:00 p.m.</p>
<p>Tues. 12/21 6:00 p.m. CANCELLED</p>	<p>Regular Meeting</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Payroll Warrants/Meeting Minutes <p>Business Agenda</p> <ul style="list-style-type: none"> • <p>Action Agenda</p> <ul style="list-style-type: none"> • <p>Administration Report</p> <ul style="list-style-type: none"> • 	<p>Packet Items Due: 12/10 – 5:00 p.m.</p>
<p>Tues. 1/4 6:00 p.m.</p>	<p>Regular Meeting</p>	<p>Misc. Items</p> <ul style="list-style-type: none"> • Swear-in new Councilmembers • Select Mayor & Deputy Mayor <p>Consent Agenda</p> <ul style="list-style-type: none"> • Vouchers/Payroll Warrants/Meeting Minutes • October Financial Status Report <p>Business Agenda</p> <ul style="list-style-type: none"> • Resolution No. 1222-1221 Local Road Safety Plan • Resolution No. 1223-1221 Design Contract with RH2 Engineering for SRTS and Brockdale Road <p>Action Agenda</p> <ul style="list-style-type: none"> • Resolution No. 1219-1121 Approving Mason Conservation District’s Proposal for NPDES Education & Outreach Activities • Ordinance No. 1980-1021 Amending SMC Illicit Stormwater Discharge • Resolution No. 1220-1121 Contract with Aspect Consulting for C Street Landfill Environmental Cleanup Construction Planning • Resolution No. 1214-1021 Park Street Overlay Project Final Acceptance • Memorandum of Understanding for William G. Reed Library Renovation <p>Administration Report</p> <ul style="list-style-type: none"> • 	<p>Packet Items Due: 12/24 – 5:00 p.m.</p>

Tues. 1/11 6:00 p.m.	Study Session	Study Agenda <ul style="list-style-type: none"> Neighborhood Residential Zones 	Packet Items Due: 1/7 @ noon
Tues. 1/18 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes November Financial Status Report Business Agenda <ul style="list-style-type: none"> Resolution No. 1186-1220 Surplus Computer Equipment Action Agenda <ul style="list-style-type: none"> Resolution No. 1222-1221 Local Road Safety Plan Resolution No. 1223-1221 Design Contract with RH2 Engineering for SRTS and Brockdale Road Council Committee Assignments Administration Report <ul style="list-style-type: none"> 	Packet Items Due: 1/7 – 5:00 p.m.
Tues. 1/25 6:00 p.m.	Study Session	Study Agenda <ul style="list-style-type: none"> Downtown Street Trees 	Packet Items Due: 1/21 @ noon
Tues. 2/1 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes 4th Q LTAC Report – Chamber of Commerce Business Agenda <ul style="list-style-type: none"> Public Hearing Ordinance No. 1968-0321 Water Comp Plan Adoption Action Agenda <ul style="list-style-type: none"> Resolution No. 1186-1220 Surplus Computer Equipment Administration Report <ul style="list-style-type: none"> 	Packet Items Due: 1/21 – 5:00 p.m.
Tues. 2/8 6:00 p.m.	Study Session	Study Agenda	Packet Items Due: 2/4 @ noon
Tues. 2/15 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes December Financial Status Report Business Agenda <ul style="list-style-type: none"> Action Agenda <ul style="list-style-type: none"> Ordinance No. 1968-0321 Water Comp Plan Adoption Administration Report <ul style="list-style-type: none"> 	Packet Items Due: 2/4 – 5:00 p.m.
Tues. 2/15 (to follow regular meeting)	Special Meeting	Executive Session <ul style="list-style-type: none"> Performance of a Public Employee 	N/A
Tues. 2/22 6:00 p.m.	Study Session	Study Agenda	Packet Items Due: 2/18 @ noon
Tues. 3/1 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes Business Agenda <ul style="list-style-type: none"> 	Packet Items Due: 2/18 – 5:00 p.m.

		Action Agenda • Administration Report •	
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Other – TBD

- UGA/Annexation Policy (Water/Sewer Extensions)
- More Standing Committees by the Council
- Resolution No. 1215-1021 2021 Chip Seal Final Acceptance
- Animal Ordinance
- Noise Ordinance

DRAFT

New City Logo Presentation Survey Results

City Council Study Session
December 14, 2021

Process

- We've been working with **JayRay**, a local design firm, throughout this process
- Presented several logo options at the **October 26** study session
- Public voting opened on **November 3** through the Open Town Hall platform
 - Asked for people to rank the 3 options from “first priority” (most preferred) to “third priority” (least preferred)
- Public voting closed on **December 8**



Outreach

- City of Shelton social media (Facebook and Twitter)
 - Facebook: Approximate total reach of **5,549**
 - Twitter: Engagement rate of **25%**
- City website
 - **246** unique pageviews
- Media (iFiberOne KMAS, Mason County Journal, MasonWebTV)
- Community partners

Relatively accessible and intuitive use.

Super cool that the City of Shelton logo selection process is using a Ranked poll so that if my 1st choice doesn't win, maybe my 2nd choice will.

Because I'm Not always able to do these things in person!

Very smooth, didn't have the out dated feeling of most government websites

2 person saw is a good reputation of are tows history is known for . & the Tree mountain one is good one to because we live in / & seround did in mountain tree County

Love the saw, which pays homage to the city's history! Close second to the mountains! 😊

I don't know who did them but they are all wonderful! Great job!

I love the saw logo! Perfect 😊

two person saw (all are great)

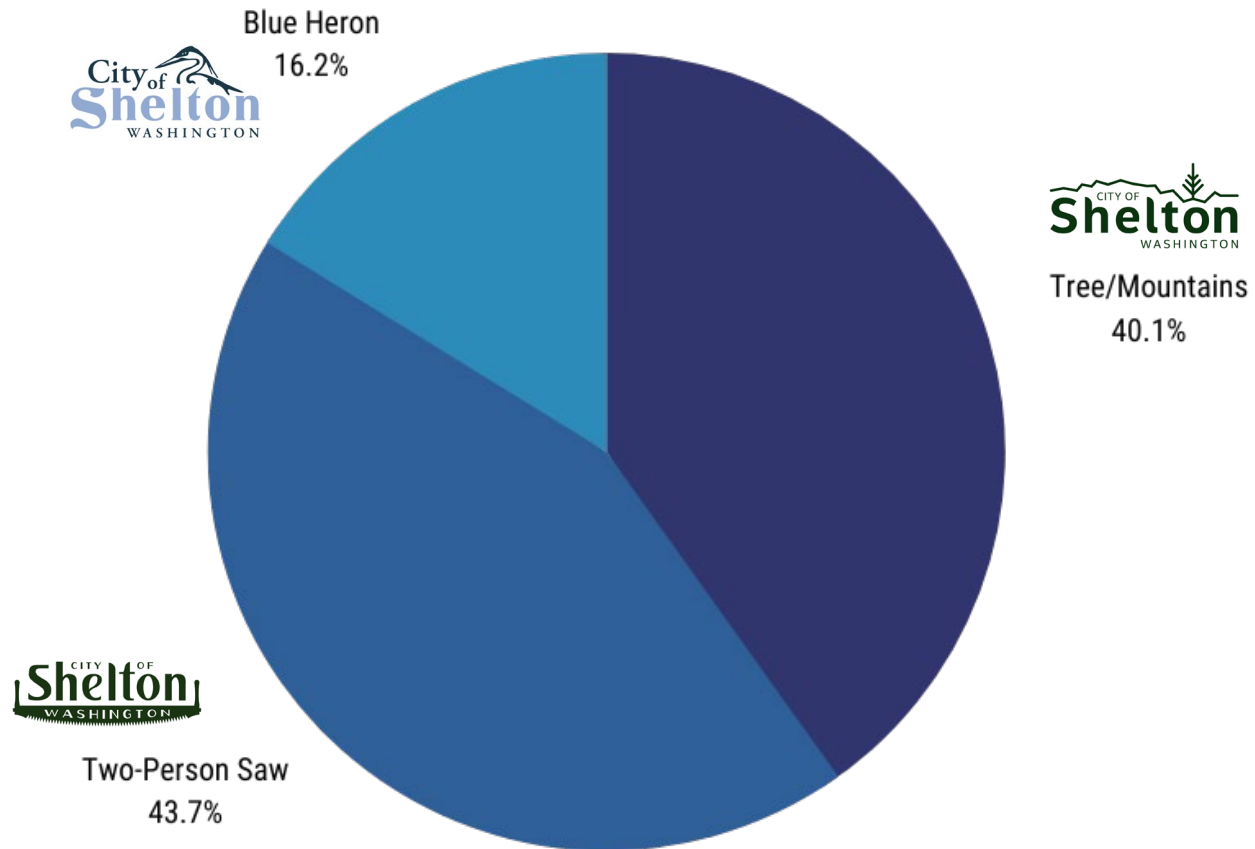
Survey Results

- Our survey was open from **November 3** through **December 8**
- In total, we received **626** survey responses (approximately 31.3 hours of public comment at 3 minutes/response)
 - 229 registered responses
 - 397 unregistered responses



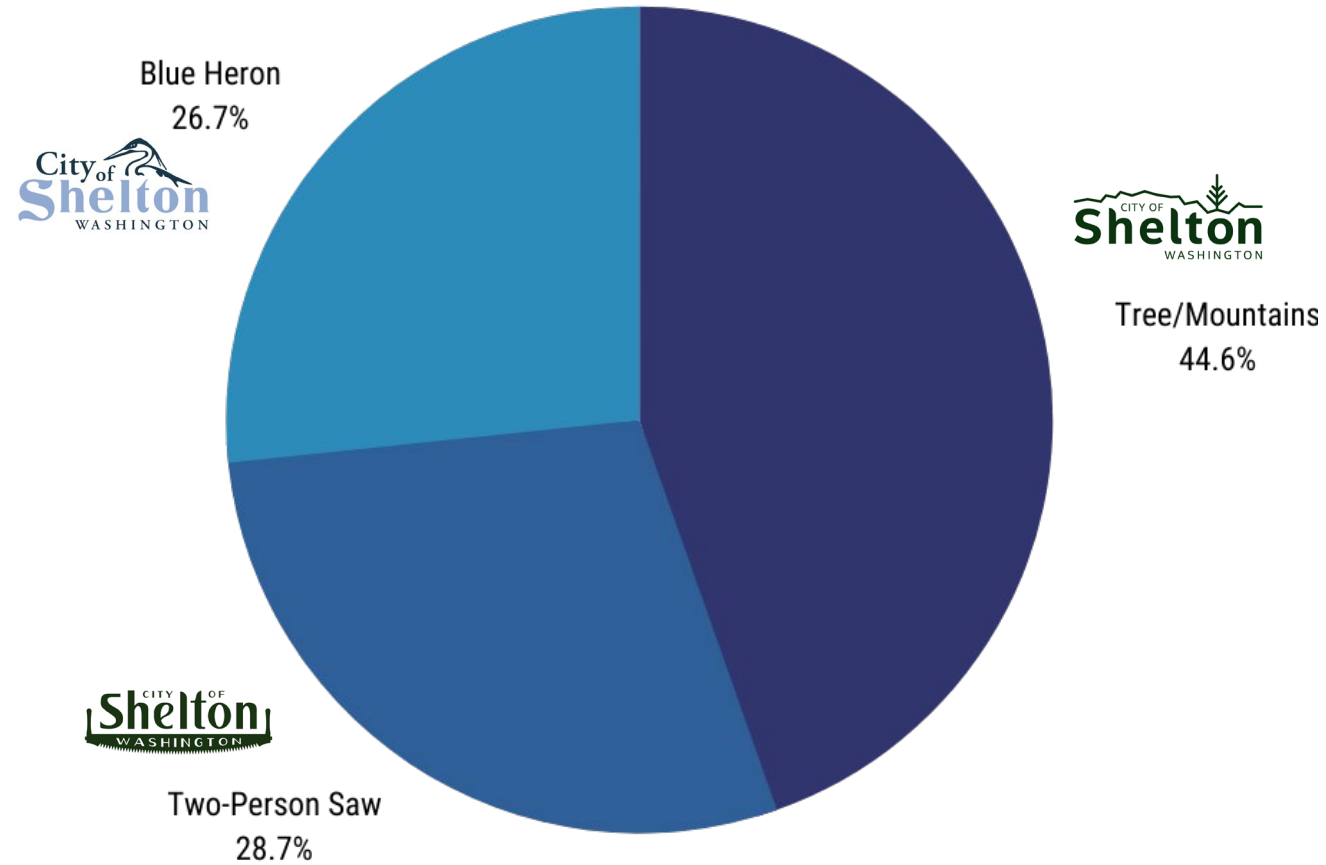
Survey Results

First Priority



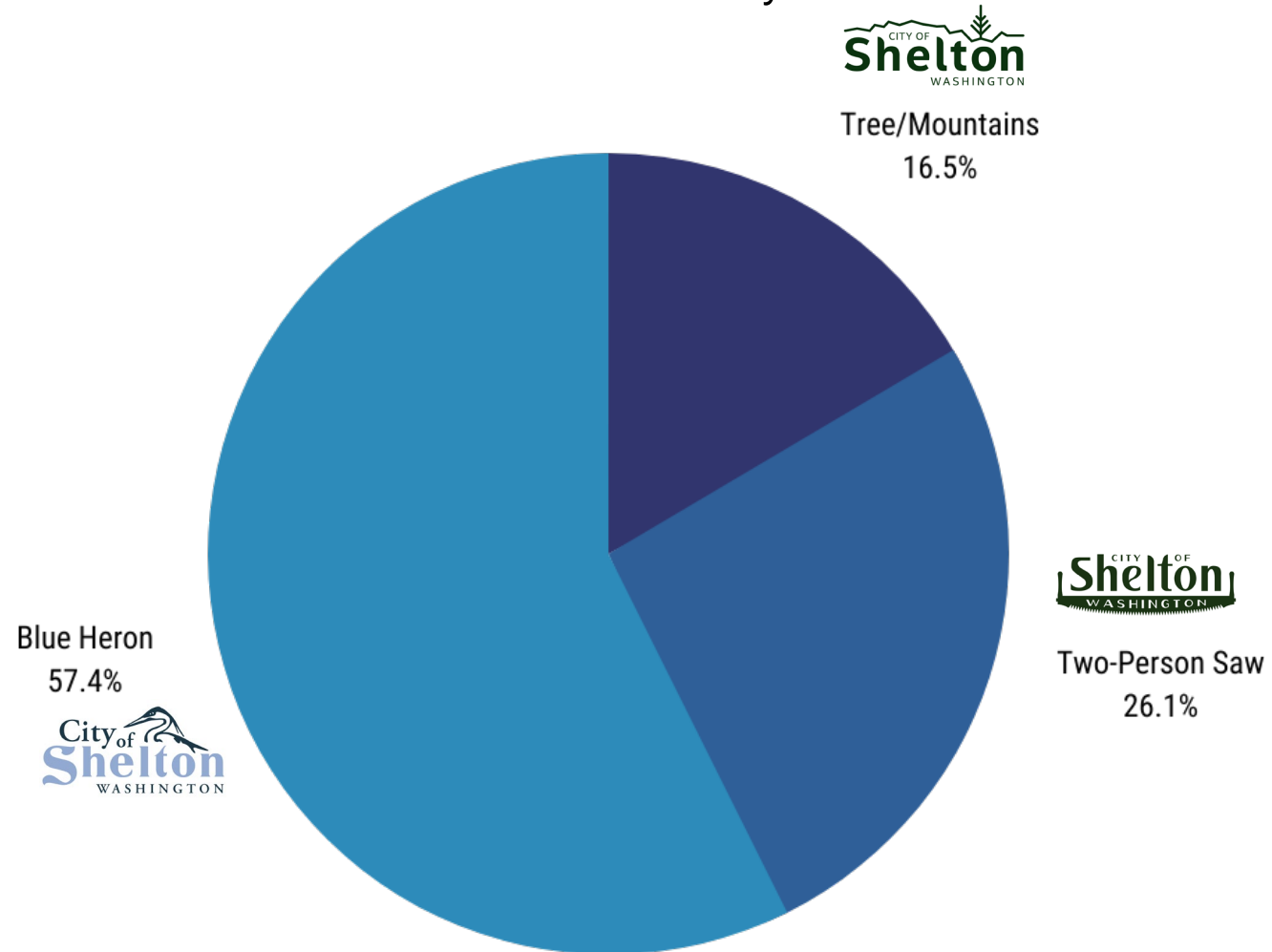
Survey Results

Second Priority



Survey Results

Third Priority



Next Steps

- Council discussion this evening to select the new City of Shelton logo
- City staff will work with JayRay to finalize selected logo (color codes, social media graphics, etc.)
- Website: Our new City website will incorporate the new logo/branding, set to launch early 2022
- Will use implementation list to determine order of changing over old logo to new logo, beginning in 2022