

# Report

**City of Merritt**  
**REGULAR Council Meeting**  
**September 1, 2020**

**File Number: 0550**

**To:** Sean Smith, Chief Administrative Officer  
**From:** Will George, Economic Development & Tourism Manager  
**Date:** August 27, 2020  
**Subject:** Symbol of Diversity and Inclusion Logo

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**RECOMMENDATION:**

**THAT Council approved the attached 3 Symbol of Diversity and Inclusion Logos as shortlisted options**

**AND**

**THAT Council directs staff to seek public input to determine preferred Symbol of Diversity and Inclusion Logo.**

**Background:**

At the June 16<sup>th</sup>, 2020 Regular Council Meeting, Councillor Fehr made the following notice of motion “That Council direct staff to investigate the adoption of a visual symbol of diversity and inclusion for the City of Merritt.”

On June 30<sup>th</sup>, Councillor Travis Fehr’s notice of motion was carried. Councillors discussed global events, and a desire to show Merritt as a welcoming and inclusive community that celebrated diversity. Staff confirmed Council had given sufficient direction to begin work with graphic designers and provide options back to Council at a future Regular Council Meeting.

On August 18<sup>th</sup>, staff presented 7 draft Diversity and Inclusion Logo options for Council discussion. From these options staff compiled Council suggestions for changes and are now providing 3 shortlisted Diversity and Inclusion Logo options for consideration. Staff are advising that Council approve the 3 logos options and seek public input for the final logo selection.

**Options / discussion**

1. THAT Council adopts 1 of the attached as the Symbol of Diversity and Inclusion Logo.
2. THAT Council approved the attached 3 Symbols of Diversity and Inclusion Logos as shortlisted options, and

THAT Council directs staff to seek public input to determine preferred Symbol of Diversity and Inclusion Logo.

3. THAT Council receives this report for information.

**Financial / Risk Implications:**

Additional staff time would be required to organize community input initiatives and to distribute the Symbol of Diversity and Inclusion Logo.

**Others Consulted:**

- Mischelle Pierce, Nicola Valley Arts Council President

**Attachments:**

- 3 Symbol of Diversity and Inclusion Logo Options

**Respectfully submitted,**

**Will George**  
**Economic Development, Communications and Tourism Manager**