

Report

City of Merritt
REGULAR Council Meeting
October 13, 2020

File Number: 0550

To: Sean Smith, Chief Administrative Officer

From: Will George, Economic Development, Communication, & Tourism Manager

Date: October 6, 2020

Subject: Symbol of Diversity and Inclusion Logo

RECOMMENDATION:

THAT Council adopts Option #1 of the attached as the Symbol of Diversity and Inclusion Logo for the City of Merritt.

Background:

At the June 16th, 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 30th, Councillor Travis Fehr’s notice of motion was carried, and Council Members discussed global events, with a desire to showcase 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 18th, staff presented 7 draft Diversity and Inclusion Logo options for Council discussion. On the September 1 Council Meeting, staff provided 6 shortlisted Diversity and Inclusion Logo options for Council consideration. Council approved these 6 logo options and requested staff seek public input into the final logo selection. From September 4th to 18th public was gathered on the City of Merritt website and social media platforms.

51 Symbol of Diversity and Inclusion Logo survey responses were received. Of those, 53% were in favour of a Diversity and Inclusion Logo while 41% were not in favour of having a diversity logo and 6% chose not to say.

The preferred logo design was option 1 by a single vote and options 3 and 6 were tied for the second-most preferred logo option.

- Option 1
 - 26%
- Option 2
 - 10%
- Option 3
 - 24%
- Option 4
 - 11%
- Option 5
 - 5%
- Option 6
 - 24%

Options / discussion

1. THAT Council adopts Option #1 of the attached as the Symbol of Diversity and Inclusion Logo.
2. THAT Council approved one of the other attached Symbols of Diversity and Inclusion Logos options.
3. THAT Council receives this report for information.

Financial / Risk Implications:

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

Others Consulted:

- 50+ Merritt and Nicola Valley residents

Attachments:

- Symbol of Diversity and Inclusion Logo Options

Respectfully submitted,

Will George
Economic Development, Communications and Tourism Manager