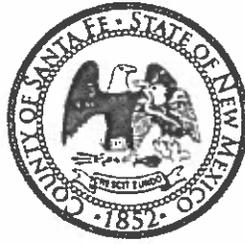


Henry P. Roybal
Commissioner, District 1

Miguel M. Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathy Holian
Commissioner, District 4

Liz Stefanics
Commissioner, District 5

Katherine Miller
County Manager

Date: November 18, 2016

To: Board of County Commissioners

From: Kristine Mihelcic, Communication Coordinator

Via Katherine Miller, County Manager

Item: A RESOLUTION ADOPTING A NEW LOGO, TAGLINES, AND BRAND STATEMENT FOR SANTA FE COUNTY

BACKGROUND and SUMMARY:

Santa Fe County received approval from the Board of County Commissioners to move forward on developing a new logo and tagline to better represent Santa Fe County government and Santa Fe County as a destination. Santa Fe County with a consultant conducted in-depth interviews with multiple community members, held focus group meetings, compiled data from online surveys and comments, created a steering committee and used the information to create a brand statement, logo, and taglines. Santa Fe County presented the final options to the Board of County Commissioners and received direction to move forward with a countywide survey to solicit feedback and to vote on a preferred design and tagline. Based on survey results and input, a logo was selected and finalized. The attached exhibit shows the final logo designs, color selections, brand statement, and tagline.

ACTION REQUESTED:

Staff is requesting the Board of County Commissioners approve the new logo, taglines, and brand statement for Santa Fe County.

EXHIBITS:

A – Logo with two color variations, taglines, and brand statement.

Exhibit A



**SANTA FE
COUNTY**



**SANTA FE
COUNTY**



B. Bid Statement

Santa Fe County's boundless high plains, majestic mountain tops, and wide open spaces are renowned for their mystical and restorative character. The mosaic of cultures is as welcoming and open as the landscapes themselves. The full bounty is found when one steps past the city limits to explore, escape, and connect with something greater.

Tagline

Stand on Higher Ground (Government)

Step outside the limits (Marketing)



**THE BOARD OF COUNTY COMMISSIONERS OF
SANTA FE COUNTY
RESOLUTION NO. 2016 - _____**

**A RESOLUTION ADOPTING A NEW LOGO, TAGLINES, AND
BRAND STATEMENT FOR SANTA FE COUNTY**

WHEREAS, although the existing County logo (Church, Pottery, and Wagon) reflects the history of Santa Fe County (County), it does not convey the modern image of the County as a both progressive governmental entity and a unique destination; and

WHEREAS, in 2013, at the request of the Board of County Commissioners (Board), County staff began the long process of adopting a new County logo, taglines, and brand statement by soliciting input from the community; and

WHEREAS, County staff conducted in-depth interviews with multiple community members, held focus group meetings, compiled data from online surveys and comments, created a steering committee, and kept all stakeholders informed through email notifications; and

WHEREAS, numerous community members, business owners, County employees, and other community members provided feedback through various outlets to describe the key assets and attributes that define our County and make it a special and unique place; and

WHEREAS, participants consistently identified the County's landscapes, skies, and sunsets as unique to Santa Fe County, with comments such as:

"The real asset of Santa Fe County is in the Natural Beauty"; and

"Santa Fe County has a mystique ... really great mountain experience, walking around, and it's sunny so often ... and the night skies and sunsets, it's just really pretty"; and

"People love our sunsets and our mountains and our trails"; and

"The mountains are pretty central to the County and pretty much anywhere you look you can't miss them"; and

WHEREAS, participants by majority chose the logo and taglines shown on Exhibit A to this Resolution as capturing the County's essence; and

WHEREAS, the chosen logo is simple in design, consisting of a circle and two triangles in solid colors, but it elegantly symbolizes the breathtaking mountains, the expansive sky, and the three cultures that define our County; and

WHEREAS, the chosen taglines, “Stand on Higher Ground” and “Step Outside the Limits,” convey both the physical elevation of the County and what participants described as its transcendent and mystical quality; and

WHEREAS, participants lauded the new logo and taglines with such comments as:

"Contemporary design, tagline captures geographical and spiritual spirit of Santa Fe";

"The logo and caption is more in line with what Santa Fe is all about";

"Catchy slogan and simple design";

"Clear, clean and crisp design and simple, clear message";

"Evocative graphic and inspiring tagline";

"I like the visual, and the slogan reflects both the geography and the spiritual aspects of our region ... [and] it is inclusive as well";

"I like the idea of the mountains with the sun. The tagline fits the logo as well as the effort of being progressive and moving forward"; and

WHEREAS, the new logo and taglines for the first time provide crisp images for the County that are readily identifiable and relevant and that portray Santa Fe County as both a modern governmental entity and a special destination; and

WHEREAS, based on participants' feedback, the logo was modified to reflect a softer, more artistic feel, new colors were selected, and two color variations were created; and

WHEREAS, the selected brand statement for the County set out below further conveys the image so well captured by the new logo and taglines:

Santa Fe County's boundless high plains, majestic mountain tops, and wide open spaces are renowned for their mystical and restorative character. The mosaic of cultures is as welcoming and open as the landscapes themselves. The full bounty is found when one steps past the city limits to explore, escape, and connect with something greater; and

WHEREAS, the previous County logo will be retired as an important part of Santa Fe County history.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners
that:

1. The County new logo, taglines, and brand statement are hereby adopted.
2. All County offices, departments, and divisions will utilize the approved the new logo and either one of the taglines on all materials and will no longer use any variation of the previous logo, with the exception of Public Safety.
3. Staff is directed to implement the logo to the extent possible with available resources and to request amendment of the implementation plans, as needed.

PASSED, APPROVED, AND ADOPTED THIS 29th DAY OF NOVEMBER, 2016.

BOARD OF COUNTY COMMISSIONERS
OF SANTA FE COUNTY

By: _____
Miguel M. Chavez, Chair

ATTEST:

Geraldine Salazar, Santa Fe County Clerk

Date: _____

APPROVED AS TO FORM:



Gregory S. Shaffer, Santa Fe County Attorney

Date: 11/22/2016

Henry P. Roybal
Commissioner, District 1

Miguel M. Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathy Holian
Commissioner, District 4

Liz Stefanics
Commissioner, District 5

Katherine Miller
County Manager

MEMORANDUM

Date: November 29, 2016

To: Board of County Commissioners

From: Commissioner Kathy Holian, District 4

Via: Katherine Miller, County Manager

RE: **A Resolution to Actively Protect Public Lands in Santa Fe County that are used by Recreationalists from Body Gripping Animal Traps. (Commissioner Holian)**

SUMMARY:

This is a proposed resolution concerning animal traps on federal lands (Forest Service and Bureau of Land Management) near Santa Fe.

BACKGROUND:

Santa Fe County residents have had increasing numbers of dogs hurt when enjoying recreation on public lands within the County. Commercial trappers are setting traps on these lands, where dogs, non-target species, and even people are endangered. Santa Fe County's residents are outdoor lovers, using trails for hiking, biking, and other pursuits. Trapping is extremely cruel, provides monetary profits to very few, and damages the County's brand as an outdoor mecca.

Although the County is on record as opposing trapping (see Santa Fe County Resolution 2011-25, A Resolution to Support Banning Inhumane Animal Trapping On New Mexico Public Lands Through The Use of Strangulation Snares, Steel-Jaw Traps and Other Body-Gripping Animal Traps), trapping on federal lands can only be halted by action of the federal land owning agency (the Forest Service or the BLM) or by the NM Game and Fish Commission. The current appointees of the NM Game and Fish Commission will not ban trapping. The state legislature may overrule the Commission, but the Governor would need to sign the legislation, which is unlikely to happen under this Governor.

Therefore, to protect the citizens of the County, this Resolution directs that the County take an active role in seeking an end to commercial trapping on federal lands within the County.

ACTION REQUESTED

Commissioner Holian respectfully requests the Board of County Commissioners of Santa Fe County support and approves this resolution.

**THE BOARD OF COUNTY COMMISSIONERS OF
SANTA FE COUNTY**

RESOLUTION NO. 2016- _____

**A RESOLUTION TO ACTIVELY PROTECT PUBLIC LANDS IN SANTA FE COUNTY
THAT ARE USED BY RECREATIONALISTS FROM BODY GRIPPING ANIMAL
TRAPS.**

WHEREAS, in 2011, the Board of County Commissioners expressed its commitment to ending inhumane animal trapping by passing Santa Fe County Resolution 2011-25, A Resolution to Support Banning Inhumane Animal Trapping On New Mexico Public Lands Through The Use of Strangulation Snares, Steel-Jaw Traps and Other Body-Gripping Animal Traps;

WHEREAS, animals caught in traps suffer inhumane levels of fear, pain, stress, starvation, dehydration or predation for unpredictable, lengthy periods of time;

WHEREAS, prohibiting the use of body gripping animal traps will protect the safety of individuals, families, companion animals, endangered species, and wildlife as well as protect the expectations and trust of the public with respect to our National Forest System and United States Bureau of Land Management lands;

WHEREAS, rules governing the location of traps from trails, roads, and other human facilities are not always complied with, causing injury to humans, domestic animals, endangered species, and other non-target animals;

WHEREAS, the New Mexico Department of Game and Fish, the U.S. Forest Service, and the general public cannot protect domestic animals, endangered species, other non-target animals, and even human beings from unnecessary injury or death because trap locations are unreported;

WHEREAS, trapping supports the often inhumane commercial fur industry, as trapping is driven by the primary purpose of selling raw animal pelts to the commercial fur industry;

NOW THEREFORE, BE IT RESOLVED, that the Board of County Commissioners of Santa Fe County pledges that its staff shall work toward prohibiting trapping on federal public lands within the County, including by engaging with the United States Forest Service and the United States Bureau of Land Management, seeking relevant information from those agencies related to trapping practices on public lands, researching applicable state and federal law, and

advocating for prohibition on public lands before state and federal agencies, elected state and federal officials, and in any other venues where the citizens of the County can be protected.

PASSED, APPROVED, AND ADOPTED THIS 29th day of November 2016.

By: _____
Chair, Board of County Commissioners

Date: _____

ATTEST:

Geraldine Salazar, County Clerk

Date: _____

Approved as to form:

Greg Shaffer

Greg Shaffer, County Attorney

Date: _____

