



**AGENDA NO: Item C-2**

**MEETING DATE: October 24, 2017**

**THE FOLLOWING PUBLIC CORRESPONDENCE  
WAS RECEIVED BY THE CITY COUNCIL  
FOLLOWING POSTING OF THE AGENDA**

10/19/17

Agenda Correspondence for MBCC meeting to be held on 10/24/17

ITEM C-2

I object to the newly proposed tag line – “Put Life On Coast”.

First off, Morro Bay doesn't need a new tag line, and “Put Life On Coast” is grammatically incorrect as well as being really odd. What the heck does “Put Life On Coast” mean? What's wrong with “Eat. Play. Love”, “Discover Your Better Nature”, or “Discover Morro Bay”? Why are we even changing the tag line in the first place? A tag line is supposed to be left in place for years---as part of the brand.

Secondly, as a member of the GPAC---I don't remember our committee being consulted re: the final tag line(s) to be implemented. Rather than taking a formal vote of GPAC members---the city decided to conduct an “out of market” survey comprised of 35 women and 15 men who have an average annual income of \$100K. This group is NOT representative of the financial demographics of Morro Bay, as well as being a remarkably small sample. What is the purpose of having a citizens advisory committee---if not to give formal input into final decisions like this one?

PLEASE do not approve “Put Life On Coast” as one of Morro Bay's many tag lines.

Regards

Jeff Heller

GPAC Member

## Dana Swanson

---

**From:**  
**Sent:** Thursday, October 19, 2017 5:50 PM  
**To:** Council  
**Cc:** TBID  
**Subject:** Item C-2

Hi, All,

I looked at the new logo suggestions and completely agree with TBID, the current one is much better. We are Morro Bay, not "MB." We are Rock, sea and sun, as the current logo clearly conveys.

Another thing I've always like about the current logo is that it's either the sun or the moon, so the person seeing it can imagine it the way they like best. 😊

From the update variations on the current logo, I prefer the last version, Option A&B/R2, Color Round w/type reductions, because:

1. The Rock is what we're known for...it should be of equal size to the type, not smaller.
2. The rounded corners give a softer look..."life on coast" is not hard-edged.
3. Black backgrounds are too dark and heavy...Morro Bay is all about sunshine and light! If a dark outline is desired, use the dark blue.

Re the B&W options, the one with the grays and the black Rock makes the Rock prominent, but if printing cost is a concern, then the plain B&W works, too.

Thanks for considering these thoughts.

Janice Peters

## Dana Swanson

---

**From:** Glenn Silloway  
**Sent:** Friday, October 20, 2017 9:29 AM  
**To:** Jeffery Heller  
**Cc:** Council; Dana Swanson  
**Subject:** Re: Agenda Correspondence-MBCC Mtg 10/24/17, Item C-2-NEW TAG LINE

hello all:

I don't think the GPAC is the appropriate place for a marketing discussion about Morro Bay. However, since I was unaware of the citizen outreach Jeff Heller describes, I may misunderstand—perhaps you can point me to more information about this work task (possibly a tourism task?).

In any case, I do agree that the suggested tag line is nonsensical. The pun embedded in 'coast' is obscure, which is the last thing you want in a tag line, and because the pun is obscure it does lend itself to the ungrammatical interpretation that you are told to put life (your life? other life?) somewhere on the coast. This is silly, but since it triggers budget for collateral of all sorts, it's also serious. Please do not approve this waste of resources.

I suspect that someone has a budget item for branding that had to be spent, and such a process will necessarily yield a result. In this case, not a good one.

Thanks  
Glenn Silloway

On Oct 19, 2017, at 2:38 PM, Jeffery Heller <[jheller@morrobayca.gov](mailto:jheller@morrobayca.gov)> wrote:

Please incorporate the attached agenda correspondence file into the agenda for the meeting on 10/24/17, ITEM C-2. As a member of the GPAC---I object to the proposed new tag line "Put Life On Coast" for several reasons.

Thank you

Jeff Heller  
<171019-Agenda Correspondence-MBCC Mtg of 171024-Item C-2.docx>

Glenn Silloway



**AGENDA NO: Item C-4**

**MEETING DATE: October 24, 2017**

**THE FOLLOWING PUBLIC CORRESPONDENCE  
WAS RECEIVED BY THE CITY COUNCIL  
FOLLOWING POSTING OF THE AGENDA**

10/19/17

Agenda Correspondence for MBCC meeting to be held on 10/24/17

ITEM C-4

**Issuance of RFQ for Design/Builders-WRF project.**

I am glad to learn that the City is issuing an RFQ for design/builders for the WRF. You are taking an important first step in the process that will lead to contractor input on construction costs and affordable design. Selecting the best design/build team to build the WRF is a critical decision to delivering a successful project on time and on budget.

However, I understand the city intends to issue a **design contract only** for the lift station and piping work that will connect the lift station to the new plant at SBB.

If I am correct, and since the construction value of this portion of the work is likely to be in the millions of dollars---the city is likely to waste millions of dollars by NOT using a **design/build approach**.

By issuing a design contract only, there will be **no input from contractors on how to reduce cost**, and with no project manager/owner's representative in place---nobody will be minding the checkbook as the design is developed. The end result---will be a "Taj Mahal" lift station and piping system.

In addition---if a problem develops with the EIR or other issue that makes the SBB site impossible to get approved (has the CCC approved a massive lift station in the flood plain?)--the city will have wasted several million dollars on designing a system that will never get built.

I urge you to stick to your word---and **use the design/build process for the lift station and piping system**. No public agency I know of---issues design contracts only these days. **Contractor input during design is essential to keeping costs down, as well as creating single responsible entity which reduces risk of litigation for the City.**

Regards

Jeff Heller