

**To: Youth Council**  
**FROM: YC Staff**

**Date: July 13, 2001**

For Action  
 For Information  
 Meeting Notes

**SUBJECT: Status of Youth Logo**

**PROPOSED MOTION: Info only**

**DISCUSSION: The WIB Marketing Committee is deliberating on the hiring of a marketing consultant to develop a WIB logo and name. The WIB has chosen to complete these actions before they ratify the youth logo. At an oral presentation to the WIB Marketing Committee, one of the competing consulting firms expressed a view that the youth logo could "be cleaned up" to make it more professional. They stated that the company would gladly include the young man who originally designed the logo and let him experience how a professional marketing organization would use his concept to produce a final product.**

**The WIB Marketing Committee hopes to have made its selection of a consultant by the end of July with contract approval shortly after that. Once the WIB logo is chosen and ratified, then the youth logo will be "professionalized".**

**ATTACHMENT:**