



State & Commerce Committee - Board of Representatives

Rodney Pratt, Chair

Committee Report

Date: Thursday, October 20, 2016
Time: 7:00 p.m.
Place: Republican Caucus Room, 4th Floor, Government Center, 888 Washington Boulevard, Stamford, CT

The State & Commerce Committee met as indicated above. In attendance were Chari Pratt and Committee Member Reps. Jacobson, Miller and Watkins. Absent or excused were Committee Member Reps. Fedeli and Summerville. Also present was Thomas Madden, Director of Economic Development.

Chair Pratt called the meeting to order at 7:02 p.m.

Item No.	Description	Committee Action
1. SC29.038	REVIEW; City of Stamford Branding Project. 06/16/16 – Submitted by President Skigen	Report Made

Mr. Madden distributed the [attached handouts](#) and discussed the branding project with the Committee as follows:

- This is a project they have been working on for more than two years regarding the market and branding of the City and have been working with Stamford Partnership
- The City Seal represents the old city, and they want to both recognize the old City and where the City is going
- They did a campaign regarding the one word people felt would describe the City the results of which are shown on the handout; most of the responses were positive and used this for a design brief for the City and received over 700 entries for design entries for a logo for the City
- Based on the foregoing, they came down to the attached design
- They also looked for a tag line to replace “The City that Works”; they decided to build on the City being a center of innovation, over time and now with “Innovating Since 1641”
- This tagline is not based upon the one word people used to describe City, because those words didn’t convey where the City is going; innovating was come up with by the group

The Committee also reviewed the draft Economic Development website

As a Secondary Committee:

1. F29.468 APPROVAL; Agreement with Con Ed Solutions re:
Energy Improvement Projects.
09/28/16 – Submitted by Mayor Martin
10/19/16 – To be considered by Board of Finance

Chair Pratt adjourned the meeting at 7:48 p.m.

Respectfully submitted,
Rodney Pratt, Chair

This meeting is on video.