



# STAFF REPORT

**Report To:** Board of Supervisors

**Meeting Date:** December 21, 2017

**Staff Contact:** Courtney Warner, Senior Center Executive Director, cwarner@carson.org

**Agenda Title:** Presentation - Update on rebranding at the Senior Center

**Staff Summary:** Nearly 400 seniors and residents responded to a city-wide survey in February. Respondents gave their opinions on services, activities, meal service, and what the Center means to them. With results from the survey, three focus groups were held, with 29 participants overall, to further discuss and dissect the survey results. Three major themes emerged time after time from the research: Carson City seniors are proud to be called seniors; they are very active and seek out activities related to health, fitness and exercise; and they love bright colors, especially the color purple. Using this feedback, a local graphic artist designed and presented several logo variations to Senior Center executives, who narrowed it down to two choices. The two choices were presented on a ballot to seniors at the Center. More than 200 people voted overwhelmingly by a margin of 4:1 in favor of the new logo. The new logo will begin appearing on Senior Center signage and marketing materials; as well as the Center's vehicles. A new website will launch in early 2018. Plans for updating the building with fresh paint, new furnishings and artwork are also in the works. This is all in conjunction with new activities and programs, including TRIAD, a series of public health and safety classes, which was introduced in June, based on input from the survey. The new logo was introduced at the Senior Center on December 1, 2017 with concurrent activities at the Silver and Snowflake event the same day.

**Agenda Action:** Other/Presentation

**Time Requested:** 5 minutes

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## **Proposed Motion**

N/A

## **Board's Strategic Goal**

Quality of Life

## **Previous Action**

N/A

## **Background/Issues & Analysis**

## **Applicable Statute, Code, Policy, Rule or Regulation**

N/A

## **Financial Information**

Is there a fiscal impact?  Yes  No

If yes, account name/number:

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact:

**Alternatives**

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

Aye/Nay

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(Vote Recorded By)