

Town of Milton

115 Federal Street
Milton, DE 19968



www.ci.milton.de.us

Phone: 302-684-4110

Fax: 302-684-8999

RESOLUTION 2011-004

A RESOLUTION ON THE TOWN'S BRANDING

WHEREAS, the Town Charter of the Town of Milton authorizes the Town Council to provide for and preserve the health, cleanliness, ornament, good order and public welfare of the Town, its inhabitants and affairs; and

WHEREAS, the Town of Milton has had the benefit of a Branding Workshop conducted by Arnett Muldrow and Associates provided by the Delaware Economic Development Office made possible by a Grant from the United States Department of Agriculture; and

WHEREAS, the Town of Milton seeks to improve its attractiveness to potential visitors, new businesses and new residents by improving the coordination of the brand identity of the various non-profit, civic and government organizations;

WHEREAS, there is a reasonable probability of grant money being made available in the near future for much needed new signage that could incorporate the new branding materials;

NOW THEREFORE, BE IT RESOLVED that the Town Council of the Town of Milton does hereby declare its intent to incorporate elements of the new branding material in the following Town of Milton vehicles as the opportunity presents itself or as the need arises for changes or additions to the following:

- Any and all Town of Milton Websites
- Town of Milton Stationery and Business Cards
- Town of Milton Signage
- Any other printed or electronic media

BE IT FURTHER RESOLVED that the Town Council of the Town of Milton does hereby encourage other civic and non-profit organizations in town to do likewise.

I, **CLIFFORD M. NEWLANDS**, Mayor of the Town of Milton, hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the Town Council of the Town of Milton at its meeting held on the 6 day of DECEMBER, 2010, at which a quorum was present and voting throughout and that the same is still in full force and effect.


MAYOR Clifford M Newlands

12/6/10
Date


ATTEST