



Sean Rogan
Executive Director

COMMUNITY DEVELOPMENT COMMISSION
of the County of Los Angeles

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Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich
Commissioners

July 24, 2012

The Honorable Board of Commissioners
Community Development Commission
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Commissioners:

ADOPTED

Community Development Commission

1-D July 24, 2012

SACHI A. HAMAI
EXECUTIVE OFFICER

**REVISED SEAL FOR THE COMMUNITY DEVELOPMENT COMMISSION OF THE COUNTY OF
LOS ANGELES
(ALL DISTRICTS) (3 VOTE)**

SUBJECT

This letter recommends approval of a revised seal for the Community Development Commission of the County of Los Angeles (Commission). The new seal incorporates the Commission's mission statement, "We Build Better Lives and Better Neighborhoods," as well as imagery that reflects this mission.

IT IS RECOMMENDED THAT YOUR BOARD:

Approve and adopt a revised seal for the Community Development Commission.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Commission's current seal uses the same imagery as the County's seal. A new seal will reinforce the Commission's distinct identity and mission by incorporating our mission statement and imagery that reflects this mission. A related action on today's agenda also seeks approval of a revised seal for the Housing Authority. Having three distinct seals for the County, the Commission, and the Housing Authority will also help reduce any confusion about the Commission and Housing Authority's status as separate and distinct legal entities within the County family.

FISCAL IMPACT/FINANCING

There is no impact on the County general fund. The new seal will be used for the Commission

The Honorable Board of Supervisors

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website, letterhead, business cards, and all other Commission-branded materials. However, these materials already require updating with the Commission's new address as we move to our new headquarters in Alhambra in October 2012. Rebranding with the new seal will coincide with the move so as not to incur any additional costs.

FACTS AND PROVISIONS/LLEGAL REQUIREMENTS

The revised seal is attached to this letter. Upon approval by your Board, the Commission will begin transitioning to the new seal in all Commission-branded materials, with full implementation complete in time for the move to our new headquarters in Alhambra in October 2012.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The new seal will more accurately reflect the identity and mission of the Community Development Commission.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sean Rogan", with a horizontal line extending to the right.

SEAN ROGAN

Executive Director

SR:nt

Enclosures

COMMUNITY DEVELOPMENT COMMISSION



We Build Better Lives
& Better Neighborhoods



COUNTY OF LOS ANGELES