



## Legislation Details

**File #:** 23-157      **Version:** 1      **Name:**  
**Type:** Report Item      **Status:** Passed  
**File created:** 2/6/2023      **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency  
**On agenda:** 2/21/2023      **Final action:** 2/21/2023  
**Title:** SUBJECT: Aviation and Tourism Marketing Information, Airport Logo and Taglines for the Merced Yosemite Regional Airport

### REPORT IN BRIEF

Staff to provide a presentation of Vela Marketing Firm's proposed aviation and tourism marketing information, airport logo and taglines for the Merced Yosemite Regional Airport.

### RECOMMENDATION

City Council - Adopt a motion approving the aviation and tourism marketing information and airport logo for the Merced Yosemite Regional Airport as recommended by the Merced Regional Airport Authority.

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** 1. Vela PowerPoint Presentation.pdf, 2. Tourism and Aviation Introduction Marketing Information.pdf

Date	Ver.	Action By	Action	Result
2/21/2023	1	City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency	approved	Pass