



Legislation Details

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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