

★ **Roll Call Number**

Agenda Item Number

40 A

Date April 25, 2011

Communication from Downtown Community Alliance, on behalf of the LifeServe Blood Center, to approve banner design to be displayed in downtown Des Moines on E. Locust Street and on Locust Street.

Moved by _____ to approve banner design.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED

APPROVED

Mayor

City Clerk

40 A



April 19, 2011

The Honorable Members of the City Council
City of Des Moines
400 Robert D. Ray Drive
Des Moines, Iowa 50309

Dear Honorable Members of the City Council:

On behalf of LifeServe Blood Center, I am submitting the attached banner design for your approval. If the design is approved, the Downtown Community Alliance will facilitate the display of banners on 20 poles on East Locust Street and 15 poles on Locust Street.

Thank you for your positive consideration.

Sincerely,

A handwritten signature in black ink that reads "Amy Lego". The signature is written in a cursive, flowing style.

Amy Lego
Program Manager
Downtown Community Alliance


Enclosure: Banner design

40 A

**It's Achievement.
It's Service.
It's Community.**



**It's Being a
Blood Donor!**

A smaller version of the LifeServe logo, consisting of the three interlocking curved shapes, is positioned in the bottom right corner of the graphic.