



**Roll Call Number**

**Agenda Item Number**

41

**Date** March 8, 2018

Communication from Downtown Community Alliance, on behalf of the Iowa State Fair, requesting approval of banners to be displayed on 44 banner poles on Locust Street, Grand Avenue, and E. Locust Street in July and August, 2018.

Moved by \_\_\_\_\_ to receive, file and approve.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MOORE				
WESTERGAARD				
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

# DOWNTOWN DSM USA



February 28, 2018

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 the Iowa State Fair, I am submitting the attached banner designs for your approval. If the designs are approved, the Downtown Community Alliance will facilitate the display of up to 88 banners on 44 poles in downtown Des Moines. These banners will be displayed on Locust St., Grand Ave., and E. Locust St. banner poles in July and August.

Thank you for your positive consideration.

A handwritten signature in black ink that reads 'Maggie Pforts'.

Maggie Pforts  
Downtown Community Alliance

Enclosure: Banner designs

BANNER DISPLAY EXAMPLE

The image displays four identical vertical banner designs, each mounted on a silver pole. Each banner is divided into four horizontal sections. The top section features the Iowa State Fair logo in a red rounded rectangle. The second section contains the text "NOTHING COMPARES TO IOWA STATE FAIR MOMENTS" in blue and red. The third section features the text "AUGUST 9-19" in blue, flanked by red dotted lines. The bottom section is a collage of three photographs: a group of children, a man eating a fair treat, and a family. The photos are arranged in a slightly overlapping, tilted manner.