To: Honorable Board of Supervisors

From: Jessica Hougen, Museum Director/Curator

Department: Museum

Subject: Approval of Museum Name Change from the Community Memorial Museum of Sutter County to Sutter County Museum

Recommendation: Approval of changing the name of the Museum to be the Sutter County Museum.

Background: Our current name, the Community Memorial Museum of Sutter County, is problematic on a number of levels. First, people can't remember it, which makes it hard to look the Museum up. Second, it is difficult for advertising as it is very long and rather a tongue twister. Third, the words Community Memorial make the Museum sound like a health care facility or retirement home - we regularly receive faxes related to the health care industry. Finally, it does not tell people what the Museum is.

Prior Board Action: None

Board Alternatives: Leaving the name as it is, this option is not recommended as the proposed name change coincides with the replacement of the Museum monument sign and reader board sign.

Other Department and/or Agency Involvement: None

Action Following Approval: We will begin the process of updating our collateral materials, website, etc. and will begin using the new name.

Fiscal Impact: The Museum Trust Fund and Museum Association have approved and paid for the replacement of the monument sign and reader board sign. Minimal costs associated with updating collateral materials will be paid by the Museum Association. The name change will have no impact on the general fund.

Committee Review: This item was reviewed by the Agriculture, Public Protection and General Government Committee on April 22, 2019. The item was recommended for placement on the consent calendar for the Board of Supervisors.
Countywide Goals and/or Top Priorities Compliance: This directly supports Countywide Goals F for FY 18/19: Remain committed to community and cultural programs and services, such as Library, Museum, and Veterans services. Clarifying our name will help us to serve the community better.

Respectfully Submitted,

s/jessica Hougen
Museum Director/Curator

Jessica Hougen
Jessica Hougen, Museum Director/Curator  5/14/2019