

Proposed by:	Mayor Cremata
Civic Affairs:	12/30/2020
Attorney Review:	12/14/2020
Postponed to:	01/21/2021
Vote:	5 Aye 1 Nay 0 Absent

## MUNICIPALITY OF SKAGWAY, ALASKA RESOLUTION NO. 21-01R

### A RESOLUTION OF THE MUNICIPALITY OF SKAGWAY, ALASKA AMENDING RESOLUTION NO. 16-23R TO ALLOW THE VISITOR DEPARTMENT TO UTILIZE ALTERNATIVE SLOGANS FOR MARKETING, ADVERTISING, AND PROMOTIONS.

**WHEREAS**, pursuant to Assembly approval on November 5, 2020 to pursue a new visual identity for the Visitor Department, an amendment must be made to Resolution No. 16-23R to allow for the department's utilization of alternative slogans and representations; and

**WHEREAS**, at its meeting of November 13, 2020, the Convention and Visitors Bureau Board voted to propose amendments to Resolution No. 16-23R;

**NOW THEREFORE BE IT RESOLVED** that Resolution No. 16-23R is hereby amended as follows:

WHEREAS, during the period of at least 1897 to the present, Skagway was referenced as a gateway city in various publications; terms used over time to describe Skagway (Skaguay) include the following: Gateway City, Gateway(s) to the Yukon, Gateway to the Klondike, Gateway to the Gold Fields, Gate to the Golden North, Gateway to the Golden North, Gateway of the North, Gateway of the Klondyke, Gateway to the Golden Interior, and Gold Rush Gateway (see Attachment A); and

WHEREAS, after its dissolution as a city and incorporation as a first-class borough in 2007, the Municipality conducted a contest for a new municipal seal; a requirement of submissions was that, "Gateway to the Klondike" be included in the seal; the current municipal seal was selected by the Borough Assembly on October 23, 2007; and

WHEREAS, because the slogan of the Municipality of Skagway has not been adopted through an official resolution, at its meeting of July 21, 2016, the Borough Assembly requested that a resolution be introduced that adopts, "Gateway to the Klondike" as the official motto of the Municipality of Skagway government for use on the official seal and official municipal documents; and

WHEREAS, the slogan, "Gateway to the Klondike" be accepted by the Municipality of Skagway to be used to represent any and all references ~~or advertising~~ by the Municipality of Skagway, **with the exception of Visitor Department marketing, advertising, and promotions;**

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NOW THEREFORE BE IT RESOLVED, that "Gateway to the Klondike" is the slogan of the Municipality of Skagway.

**PASSED AND APPROVED** this 21<sup>st</sup> day of January, 2021, by the Assembly of the Municipality of Skagway, Alaska.



Andrew Cremata, Mayor

ATTEST:



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Emily A. Deach  
Municipal Clerk

(SEAL)

