



Staff Report

Agenda Item: **PRESENTATION BY COTTONWOOD AREA TRANSIT (CAT) –**
Presentation from Cottonwood Area Transit on the new “Branding”
program.

Sponsored By: Councilmember Pat Williams

Staff Contact: Walt Good, Deputy Town Clerk

Meeting Date: February 12, 2008

Background: Shirley Scott, Cottonwood Transportation Director, will present the new
“Branding” program for the area transit program. Town of Clarkdale has an Intergovernmental
Agreement with the City of Cottonwood to provide transit services for our community. Cottonwood
Area Transit System (CATS) is in the process of “Branding” itself. Included in the program will be a
new name - Cottonwood Area Transit, a logo - a cat, and a distinctive color scheme.

Recommendation: This is a presentation only, no action is required.