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CITY COUNCIL MEETING

JUNE 2, 1982

NAME OF "HUTCHINS
STREET SQUARE" AND
LOGO SELECTED
FOR OLD LODI HIGH
SCHOOL SITE

Naomi McCallum Carey, Chairman for the Old L.U.H.S. Site Foundation "New Look Contest" reported to the Council that the winning name and logo "Hutchins Street Square" was submitted by Denise L. Martin, of Irving, Texas.

On motion of Councilman Pinkerton, Murphy second, Council accepted the winning name and logo of "Hutchins Street Square" and expressed sincere appreciation to the foundation for their dedication, time, and effort.

CITY COUNCIL

FRED M. REID, Mayor
ROBERT G. MURPHY,
Mayor Pro Tempore
EVELYN M. OLSON
JAMES W. PINKERTON, Jr.
JOHN R. (Randy) SNIDER

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
POST OFFICE BOX 320
LODI, CALIFORNIA 95241
(209) 334-5634

HENRY A. GLAVES, Jr.
City Manager
ALICE M. REIMICHE
City Clerk
RONALD M. STEIN
City Attorney

June 15, 1982

Ms. Denise Martin
519 W. Northgate
Irving, TX 75062

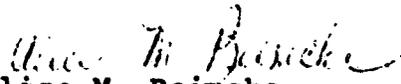
Dear Miss Martin:

On behalf of the City Council of the City of Lodi, may I extend sincere congratulations on your winning entry of "Hutchins Street Square" as a name for the Old Lodi High School Site.

Your winning name and logo were outstanding, and were accepted by the Lodi City Council by motion action at their regular meeting of June 2, 1982.

Again, may I express this community's sincere appreciation for your entry which will now be a part of the Lodi legend.

Very truly yours,


Alice M. Reimiche
City Clerk

AR:dg

follow-up

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June 4, 1982

Naomi Carey
Chairman "New Look Contest"
Old Lodi Union High School Site Foundation
402 W. Oak Street
Lodi, CA 95240

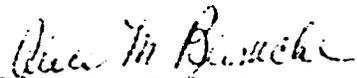
Dear Naomi:

This letter will confirm actions of the Lodi City Council at its June 2, 1982 regular meeting. Following a report on the contest for the finding of a name and logo for the Community Center on the Old Lodi Union High School Site, the Council by motion action accepted the winning name and logo, that being "Hutchins Street Square".

I'd be most pleased to receive the mailing address of Denise L. Martin who submitted the winning logo and name so that I might forward a letter on behalf of the Council congratulating her on her submittal.

Council expressed its sincere appreciation to you and to all members of this Foundation for your hard work and effort over the many months that you have been working on this project.

Very truly yours,


Alice M. Reimche
City Clerk

AR:dg

cc: Charlene Lange



June 1, 1982

Fred Reid, Mayor
Members of the City Council
Lodi California

Mr. Mayor,

This is a report on the contest for finding a name and logo for the community center on the old Lodi Union High School site.

Ben Schaffer
Chairman

Ivan L. Suss
Coordinator

Kenneth Boyd
Vice Chairman

Sheri Mallory
Treasurer

Marty Weybret
Secretary

Jerry R. Jones

Oneta Lange

Lindsay P. Marshall

Robert H. Rinn

Each judge (Sheri Mallory, Ken Boyd, Oneta Lange, Jerry Jones, Margie Bedford, Mark White, Marty Weybret, R. Stein, Alice Mason, Naomi Carey) viewed the entries after hearing the rules of the contest. The rules asked for a name and/or a logo which reflects the development of the site into a multi-faceted activity center...a today look and a tomorrow look.

No one saw the names of the contestants. If anyone knew certain designs, the name was not stated. One entry was from a committee-for-fund-raising member and he did not attend the judging session. No one was disqualified for knowing any of the contestants as we then might not have had a judging committee.

Each design was judged as to its appropriateness to the site, the sound of the name, the appearance of the name and design together, the sensation of touch as conveyed by the design and the overall impression it made.

Each proposed name was read aloud. Each design was considered and then eliminations were made. It became a decision between LODI and HUTCHINS. Then it became CENTER and SQUARE.

The winning design has the classic touch which recalls the columns so prominent in the original design of the school. Although it reflects nostalgia for the site, it carries through that imposing impression in the buildings today and will remain in the future. The simple lines of the words give it a modern look and the idea that there is more here than a design. It is a feeling of "now" and an expectation for the future.

HUTCHINS STREET SQUARE gives the location, the idea of a place to which people will go and does not limit the site to Lodi but can be considered open to all communities. The three words are the given name and will probably be called Hutchins Square. After looking at it and noting the initials -- it also says -- High School Site.

Denise L. Martin, a Lodi Union High School graduate of 1964, now of Irving, Texas, is the artist.



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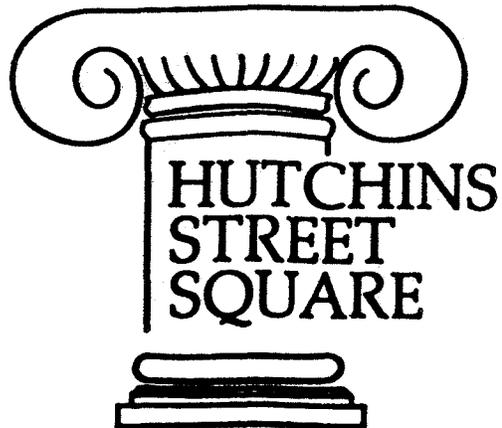
She is the manager of Creative Service Marketing Department of the Zale Corporation. She obtained her B.A. in Art from Fresno State in 1969.

Honorable mentions go to the Jean Devine and Dick Cory, both of Lodi. They both suggested Hutchins Square. Denise's design was originally Hutchins Street Center.

Denise L. Martin will receive a framed, matted copy of the new name and logo. The newly adopted name and logo will be on permanent display in the historical corner of the new HUTCHINS STREET SQUARE.

Naomi McCallum Carey
Naomi McCallum Carey, Chairman
"New Look Contest"

There were 34 different logo entries
35 different name entries



Designed by Denise L. Martin,
Irving, Texas.

1964 Graduate of Lodi Union High School
Graduate of Fresno State with a major in Art;
currently director of Creative/Marketing Services,
Zales Corporation, Dallas, Texas.