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**From:** P Scholtka <proses49@yahoo.com>  
**Sent:** Monday, October 27, 2025 8:46 PM  
**To:** tclerk; public comment  
**Cc:** Margaret Arney; Joe Phillips; James Moldenhauer; Jtilleson@wauwatosa.net; Andrew Meindl; Rob Gustafson; Aletha Champine; Amanda Fuerst; Brad Foley; David Lewis; Ernst-Ulrich Franzen; Jason Wilke; James Moldenhauer; jmajor@wauwatosa.net; Melissa Dolan; Mike Morgan; Robin Brannin; Sean Lowe  
**Subject:** [External] Comment on proposed new design element

The New Design element proposed by Alderman Arney seems costly and unnecessary to consider at this point in time. The ramifications of essentially a new logo include costs that have not been budgeted. Even a gradual evolution, as suggested, would additionally include extra staff time, designer fees as well as mass replacement of stationary, envelopes, digital memos/emails, business cards, name tags, flag's, and ultimately costly street signage, vehicle(s) signage and uniform signage. .

In the Government Affairs meeting, Staff indicated it wants to 'move quickly' and could spend up to \$50,000.00 without likely further Council review if the Common Council were to approve this on November 18, 2025. Spending more money not vetted or contained in the budget appears to be imprudent. There are other issues like Hart Park the will require careful and frugal spending in all areas.

This matter should be tabled, it is not pressing business.

Thank you

Patti Scholtka  
8000 Warren Ave., Wauwatosa

PS. The brochure mock up shows updates for some organizations, (think Cracker Barrel) 2 communities were presented, both from Ohio, how does that reflect our community?  
Further one community was reflected as updating a black/white design. No, that community of North Olmsted, Ohio uses a color logo, showing lack of care in the staff's investigation.

