



# Yamhill County Parks

*Unique natural, cultural, and historic places where people can enjoy outdoor recreation and education activities.*

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Date: March 13, 2020  
To: Board of Commissioners  
CC: Ken Huffer, County Administrator; Justin Hogue, Deputy County Administrator; Jessica Beach, Department of Community Justice Director; Jim Culbert, Parks and Recreation Advisory Board Chair  
From: Jarod Logsdon, Parks and Work Crew Division Manager  
Subject: Parks Department Logo Rebrand  
Attachment: (1) Yamhill County Parks Logo

On behalf of Chairman Jim Culbert and the Parks Advisory Board, I would like to pass along the following recommendation to rebrand the Yamhill County Parks Department. The Parks Advisory Board and I sought to create a logo for the department that would highlight a unique aspect of the Valley, specifically here in Yamhill County. Our ambassador for this project was the Fenders Blue Butterfly.

The story of the Fenders Blue Butterfly is one of perseverance. Originally identified within our County, Fenders Blue was thought to be extinct for many years after its discovery. Decades later, a small patch of Kincaid's Lupine, a necessary food source for the lifecycle of the butterfly, was discovered in a fence row within Deer Creek Prairie Park. Since that time the County has adopted many efforts to restore butterfly habitat both within the park and out in the community. These efforts include habitat restoration, improved roadside maintenance practices, selective spaying, removal of invasive species, and native vegetation plantings. Yamhill County Parks wishes to continue this legacy and create new opportunities for education through the rebrand of the department.

Thank you for your attention to this matter.

Jarod Logsdon  
Parks and Work Crew Division Manager

Accepted by Yamhill County  
Board of Commissioners on  
3/19/2020 by Board Order  
# 20-100



B.O. 20-100  
Exhibit "A"