



Mayor's Message

by Henry Balensifer

Rebranding focuses on wild side

If you follow the city of Warrenton's Facebook page, read last week's The Columbia Press, or recently received a letter from the city, you may have noticed we have a new logo.

The new look better represents our city and our marketing strategy. The logo is a circle inscribed with "The City of Warrenton" around the edge. Inside the circle is a scene that includes a soaring bird of prey, a small stand of spruce, and a fish jumping out of a stream. In the foreground is a Roosevelt elk with large antlers.

We are not in a rush to rebrand, so you'll still see occasional items with the old fish logo for a while longer -- and website changes are still months out. Our staff are good stewards of your tax dollars, and they will use up the old stationary and such before using the new, branded items.

There was a host of reasons for this change, but since a logo symbolizes the city wherever it is seen, I want to explain this in detail.

Several years ago, the City Commission noted the logo was outdated and was too singular in its representation of the city. Many new ideas for an image were presented, but little came of it.

Commission efforts aside, the city worked with the Lower Columbia Tourism Committee (LCTC) on how to differentiate Warrenton as part of its "Discover Astoria-Warrenton" marketing campaign. LCTC looked to social media



to see what excited visitors during their time in Warrenton.

We found that people visit Warrenton to be in nature, go camping or storm-watch-

ing, make s'mores over a fire, dig clams and watch the sunset in the wild on undeveloped beaches.

Warrenton, when compared to Astoria, is a rugged place full of wildlife and pioneering people. This generated a branding theme of "Wild Warrenton."

Other groups, such as the Hammond Marina Task Force, already had been formulating a "Warrenton Wild" theme, which only confirmed that marketing professionals and everyday citizens saw our great city through the same lens.

Last year, the City Commission sponsored a citizen-driven Economic Roadmap process during which it was discovered citizens had desired a new city logo to go with the cleanup and revitalization efforts underway in our downtown corridors (South Main and Pacific Avenue). This moved us to action. We reached out to Polk Riley of Polk Riley's Printing & Design and, after only one revision, the new logo was approved.

As citizens have seen the new logo, we've received many comments about wanting the logo on a T-shirt or hoodie. City logos don't typically make great apparel, so I'm glad it's catchy enough that people want to wear it! Stay tuned for more on that.

Police coax down barricaded man with gun

Officers responding to a disturbance involving a man with a gun found themselves dealing with a barricaded subject early Saturday.

Wade Allen Cizek, 58, of Hammond was arrested on suspicion of disorderly conduct and menacing following the hourlong stand-off in the 500 block of Northwest Ridge Road in Hammond.

The call came in shortly after midnight. When officers arrived, the door was answered by another family member who told them the person causing the disturbance was upstairs.

Cizek refused to come down and threatened to shoot officers, according to a police report. One of the officers, who has known Cizek for several years, attempted to talk him into surrendering.

"Cizek would be happy and Eighth graders get WHS open house

An open house for eighth graders who will attend Warrenton High School next year is set for 6 to 7:30 p.m. Monday, April 8, in the campus gym.

The evening begins with an opportunity to meet the faculty and pick up athletics information.

Student speakers, student performances and a talk by the principal is at 6:30 p.m. Campus tours and information about classes begins at 7 p.m.

Board opening

Warrenton Senior Citizens Inc. has an opening on its Board of Directors and seeks applications from interested residents.

Applications can be picked up from 9 a.m. to 1 p.m. weekdays at Warrenton Community Center, 170 S.W. Third St. Applications due Friday, April 19.

tell me he loves me and then change his attitude and (say he) would like to put a bullet in my head," the officer wrote in a police report.

He and other officers attempted to coax the distraught man down the stairs. At one point the man kicked a glass lamp at them, which shattered, according to the report. Cizek repeatedly drank alcohol from a half-gallon bottle and, as he was seated at the top of



Cizek

the stairs, leaned forward to grab cigarettes offered by one of the officers and fell toward them.

He was taken into custody and placed in the back of a patrol car.

Cizek started slamming his head against the cage and kicking the Plexiglass, according to the report. He was taken to Columbia Memorial Hospital for a medical check before being booked at Clatsop County Jail.

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