

Partial Transcript of BOCS Meeting on May 21, 2013
Relating to New County Logo

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5 **Grant:** When we looked at the implementation and cost, it was important that in
6 doing this and understanding where the Board is, we didn't want to have a lot of
7 costs affiliated if we are going to do this, it can't be at a large cost. So what we
8 looked at is . . . the development costs itself was \$750 for the design – for the third
9 party contractor to design that. The Department of Economic Development used
10 their design layout budget; it had \$750 in it they could use towards that, and it was
11 in line with the type of usage they would use.

12 September 5, 2012 \$375.00 payment to David Castlegrant & Associates, LLC
13 October 15, 2012 \$375.00 payment to David Castlegrant & Associates, LLC
14 November 30, 2011 \$12,500.00 payment to Rogue Shard Design LLC
15 We wanted a cost neutral implementation, so this goes to Ms. Caddigan's question.
16 The Seal and Logo use policy is about when do we use the Seal, when do we use the
17 logo, apply that when we're having something new.

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19 So, if we went out and had to try to replace everything that's out there, yes, that
20 would be a cost. However, when we develop something new, whether it's a sign,
21 whether a new vehicle that's brought in, you have a cost already affiliated with
22 applying a Seal or whatever . . .

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24 **Caddigan:** Can I just interrupt you for a minute . . . Oh, Mr. Chairman, you're back.
25 Why would you want to change the vehicles? That kind of advertises Prince William
26 County – it has it right on there.

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28 **Grant:** Again, that's building on the brand identity, so it goes to the same idea, if it's
29 enforcement, we wouldn't. Enforcement is a Seal, so if a vehicle is used for
30 enforcement purposes you would still use the Seal. However, from a marketing
31 perspective, if you're out there showing that brand, and you're driving through the

1 community, that becomes a logo use by the way that was defined. Again, we can lay
2 out how that policy lays out, but if we're going to stay today's decision of when is it a
3 logo and when is it a Seal -- if it's an enforcement vehicle used for enforcement, it's a
4 Seal. If it's a vehicle not used for enforcement, it's a logo. That's sort of the
5 differentiation that we looked at on that.

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7 And keeping that policy consistent with how we applied that.

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9 **Caddigan:** At the meeting I just thought it was going to be for economic
10 development -- it wasn't going to go -- maybe on some shirts the employees wear --
11 but I didn't realize you were going to go this far with it.

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13 **Jenkins:** Mr. Chairman, I think that, as far as I'm concerned, all of you have probably
14 already heard this briefing. I have not heard it before -- at my election. But what I'm
15 trying to bring to the attention of the Board here is the fact that this logo was
16 developed based on some statements in the strategic plan that are about as vague as
17 some of the statements Mr. Kaczmarek made earlier about his broad vision of
18 economic development.

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20 And when you look at this strategic plan, you can probably interpret it to support
21 any position you want to take. It's that general. This particular Item 7 in Outcome
22 number 5 says conduct and implement a brand identification initiative. That can be
23 pretty broad. And I provided to you a lot of information regarding the Prince
24 William County Seal and the evolution to the modern day logo that I all of a sudden
25 found on my report the other day from the Budget Office, and I brought along a
26 handout from the Memorial Service that we had last Saturday -- and you can just see
27 how it is being used on that.

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29 Now I'm not saying that I object to the use of the logo, but what I am saying is I
30 object to the way this went around to getting approved. The County Executive
31 decided to go out to each Board Member and ask that Board Member his or her

1 opinion on how we ought to proceed on logos. And whenever she had decided that
2 she had enough of the Board's support, she just went ahead and did something
3 without ever bringing it back to the Board, or without bringing it to an Agenda for
4 the public to receive information on, and the people out in the public domain that
5 are watching this broadcast today had no idea what we're talking about until 30
6 minutes ago.

7

8 And so I submit that this was an unauthorized action on the part of the County
9 Executive because the Board should have made the decision to implement these
10 particular – what I'll say – standards that we'll call them for lack of a better word –
11 standards. The Board should have made the decision as to how we're going to
12 deploy the logo if we had even adopted the logo. But for us to come and start
13 receiving business cards from people within the organization that uses the new logo
14 – and that's the first time a member of the Board of Supervisors has seen it in the
15 public domain, then I resent that.

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17 Now I think the other thing is the use of the pin – the pin itself, today the County
18 Seal, is in the public domain, and I'm sure it's going to remain there for many, many
19 years to come. It's been there since 1935 in one iteration of the resolutions and
20 another one. If you do some really hard research, you might find that it goes back as
21 early as 1852 whenever a Seal was placed on a marriage contract here and recorded
22 in the Prince William County Court. So I hope the County Seal as we know it today
23 does not ever go away because this is the third attempt that I've seen to abrogate its
24 usefulness, and I don't think that we ought to keep concentrating on something like
25 that.

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27 And the final thing that I have that I'm really concerned about: We looked so hard at
28 trying to find \$30,000 in the budget for the Blue Bird Bus. And we looked and we
29 looked and we looked. And we even went so far as to say we're doing away with the
30 Blue Bird Bus program. Yet, the projections, and you'll notice in the documents I
31 gave you that there were two previous County Executives who had done a study on

1 the changing of the Prince William County Seal and perhaps creating a logo. They
2 had costs for doing that at \$31,000. That was in 1984 dollars or 1992 dollars – it
3 depends on which study you look at. And so if it was going to cost \$31,000 back
4 then, I’m sure with the inflation added to it that it would cost considerably more
5 than \$31,000 to do it today.

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7 In talking to some of the senior staff here, and I admit I didn’t talk to all of them, I
8 talked to some of the senior staff, some of the Department Directors and others, and
9 I’ll tell you, they’re not impressed we’re making any significant changes. That’s why
10 I think the Board should have been involved; we could have done some sort of a
11 survey as to what the staff thought about what we were doing, and I would have
12 liked that approach much better.

13

14 But what I am seeing here is somebody’s authorized the expenditure of funds that
15 are not programmed. I know you mentioned in your remarks that somebody in one
16 of the departments had \$150, but I can’t remember which department you talked
17 about. Had \$150.

18

19 You know, there are 146 flags that fly in this County. So are we going to – and going
20 through a winter like we just went through – where the flags are outside in high
21 winds – they go pretty fast. Even in my office, we replace flags at least once every
22 six months. So the price of 146 flags at a – 5’ by 8’ flags would certainly not be a
23 minor amount. Probably in the thousands of dollars.

24

25 So that’s my concern, that the County Executive has acted outside of her authority,
26 and that she should have brought this back to the Board, and I’m going to send a
27 little motion down which I ask that you support – if you don’t want to support it,
28 well, you can vote your conscience. And it basically says let’s stop what we’re doing,
29 and then when she comes back to the Board and tells the Board, you know, what we
30 should be doing, or recommends to us what we should be doing, then we can make
31 our decision. So Mr. Chairman, I move this resolution.

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Caddigan: I second it.

Principi: Mr. Chairman, question. I'm kind of curious. I'm not sure which one of them wants to address this: How far out of the barn is the horse? I mean have we already printed these on coffee mugs, or what exactly are we doing with this right now?

List of orders associated with new logo

Kaczmarek: Given our belief that we were moving forward with this, we have printed marketing material.

Principi: Can you estimate the cost of that marketing material?

Kaczmarek: We'd have to go back and calculate that.

Principi: More or less than \$10,000?

Kaczmarek: Oh, less. Less.

List of orders associated with new logo

Peacor: Mr. Chairman. The only place that's happened is Economic Development. They're using the logo when they go out to trade shows and the like. I just, I feel the need to make it clear we are -- I am not in any way, shape, or form recommending getting rid of the Seal. I would never take the Seal, I would never recommend to you, I wouldn't think it was right to take the Seal off the flag. I would never recommend taking the Seal from the pins. I would never recommend taking the Seal off our buildings. We revere the Seal as much any anyone. This is just a logo to use in different marketing situations, where, where it can be used. We would not do that, we would not take any Seals off of cars, or anything along those lines. So . . .

Caddigan: What about the vehicles that were just mentioned?

1 **Peacor:** The vehicles, primarily Mrs. Caddigan, the vehicles will have the Seal. If
2 you would like all the vehicles to have the Seal, and not have any with logos, that's
3 fine. Really, we're just using it for marketing materials, and I have it on my business
4 card – I needed new business cards – so I did it with the logo because I'm not an
5 elected official, and we felt that only the elected officials should have the privilege of
6 using the Seal on their cards. So that's what we did. But we have not spent – we
7 spent \$750 -- Jeff has spent some money so when he's at trade shows -- you can have
8 a logo on a mug instead of the seal on a mug. You know, the print shop, you know,
9 does business cards, but I needed them, so, but we won't replace any uniforms until
10 they need it, but Economic Development would probably have the logo on a shirt
11 when they go to a trade show. Neighborhood Services and DSS enforcement, they
12 will always have the Seal on their uniforms.

13

14 **Chairman Stewart:** Okay, this is enough discussion on this stuff. For one thing, the
15 resolution has to be introduced one week, and we have to discuss it the week after.
16 Right? I certainly think we ought to take a look at this before we start scraping it off
17 wherever it is. Let's think about this for a week. That's the Board rule.

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19 **Caddigan:** That is true, Mr. Jenkins. We do have to give a week's notice.

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21 **Jenkins:** I'm really concerned that we don't let the County Executive get along with
22 setting the agenda for the Board and doing things outside of the Board's authority.
23 That bothers me. And maybe nothing will occur in the next two weeks until the next
24 Board meeting, but I certainly think we need to sit down with her and define her
25 role and responsibilities a little.

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27 **Covington:** Mr. Chairman.

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29 **Chairman Stewart:** Mr. Covington.

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1 **Covington:** I think Mr. Jenkins raises two issues inside of this. One is the logo issue
2 itself. Do we as a Board support this logo or not support it? The other one is the
3 process, and I would agree with him, I think the process has not been followed. Mr.
4 Grant indicated earlier, does this logo really represent us? And I think if it's about
5 representing the County and this Board, this Board should have had a clear
6 discussion on that. My suggestion on the process element is we are way overdue for
7 the County Executive and the County Attorney's review, and I would suggest that
8 show up on the next week's closed session item for that review and those
9 discussions of process. As far as the logo goes, I would be in agreement of carrying
10 that till next week and having a discussion here. I know that our logo that's been
11 promoted here is very close to the School Board's logo also and would be curious as
12 to how the School Board handled that.

13
14 **Jenkins:** Mr. Chairman, I'd be happy to withdraw the motion and then just provide
15 this to the Board, and announce my intent to have action on it at the next Board
16 Meeting.

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18 **Chairman Stewart:** Okay, let's do that.

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20 **Nohe:** Mr. Chairman.

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22 **Chairman Stewart:** Mr. Nohe.

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24 **Nohe:** If I could, I just want to say this may be something where we have to
25 respectfully disagree. I don't feel that there's been a major protocol violation here. I
26 feel like we asked for a marketing study to be done. We asked for a marketing study
27 to be done. That marketing study was done. I would suggest, and some might
28 disagree, that when we ask for a study to be done, and there are simple things that
29 can come out of that study that can be implemented, that's implicit in our direction.
30 Maybe others disagree with that. But I think that we do need to do a better job of
31 marketing ourselves. We've received some criticism for being "old fashioned" in

1 some of our marketing, and I think we need to think of ourselves more as a product
2 when we talk about things like economic development, and less as a government.
3 We need to start thinking about the taxpayers as customers, and less as just
4 taxpayers. And to that end, I don't – I disagree that there's a problem here. Again,
5 other Board Members may not feel the same way, but, I for one – just – I feel that
6 we've already spent far more time on this than we need to. I think that we need to
7 move forward with a better marketing strategy than we've had. So, thank you.

8

9 **May:** Mr. Chairman, I don't want to belabor this, and I apologize. I did step out for a
10 while, so Mr. Kaczmarek I had a quick question for you. You may have already
11 answered it; I apologize. But just very simply, and kind of following up on Mr.
12 Nohe's point – who incidentally in his private life I think is in retail – so I do take
13 what he says with respect to marketing under advisement. Obviously, he does that
14 for a living. Just when you're going out marketing Prince William County, do you
15 find what the consultant provided and what you've been using – how do you find
16 that versus using the Seal?

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18 **Kaczmarek:** We love the new logo. We think it's clean, crisp, it's adaptable in a lot
19 of different things we do. It shows up beautifully – I'm giving you maybe too much
20 technical, but it shows up beautifully on a little flyer – when we show it in a
21 PowerPoint presentation, and so it's great, and it's worked very well for us. We are
22 very happy with it. Again, speaking purely, with all due respect, just from a
23 technical perspective, it works for us. And it's worked well for us. We're very
24 pleased with it. I'm not commenting on process or anything else; I'm just giving you
25 an economic development professional's perspective. It just works wonderfully.
26 We're very happy with it. And we've gotten very good feedback, by the way, from
27 folks who have seen it. So, I'm just commenting purely from a technical perspective.

28

29 **May:** And that's what I was asking for. Obviously, I'm not an economic
30 development professional, and we compensate you well to give us advice in that
31 regard. So that's what I was looking for.

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2 **Kaczmarek:** We look at our competitor's logos from other communities and
3 entities around, and we think ours stands up very well against what our competitors
4 are doing out there. Not just in Virginia, but in other states, as well

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6 **Chairman Stewart:** Alright. Mr. Jenkins has graciously said we'll take this up at the
7 next Board meeting, and he's introduced it now. That lets us have time to talk about
8 it and bring it up at the next Board meeting. How's that? So, I know there's a motion
9 and seconded, but if we can let it stay like that – leave it like that. Is that right Ms.

10 Horan?

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12 **Horan:** Mr. Jenkins withdrew it.

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14 **Chairman Stewart:** Alright. Fine. Thank you Mr. Jenkins. Okay, we'll move on
15 now. . . .