

1 Partial Transcript of BOCS Meeting on June 4<sup>th</sup> 2013

2 Relating to New County Logo

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4 Candland: Mr. Grant maybe you can talk to us about how this logo was obtained. More of the nuts and  
5 bolts –how did we identify somebody to create the logo? What was the cost behind the logo? ...just so  
6 we can start to understand this process a little bit more.

7  
8 Grant: Sure. Jason Grant, Communications Director. Yeah in terms of the logo development process that  
9 we're talking about, that was through the Department of Economic Development. That came through a  
10 here's how we define that budget was in the Department of Economic Development budget. I don't  
11 know if Mr. Kaczmarek has anything to add on that or if there's a specific question about that. But the  
12 Department of Economic Development went through –they do have the budget item in the design  
13 aspects of that, there's an amount in there in the budget. And that was what I understand the budget  
14 there to be utilized to come up with the design on that logo.

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16 Candland: How was the designer chosen, selected?

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18 Kaczmarek: Jeff Kaczmarek, Director of Economic Development. Supervisor, we at the time our  
19 marketing research manager was aware of an individual that from a previous life and he said we he  
20 approach us that we have a person that is capable, a very good designer who is able to do this very  
21 inexpensively -\$750 range. That was the indication that there was someone there who was able to do  
22 that within the scope of our marketing line item.

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24 Candland: And if you could talk a little about the direction that you gave this individual. I mean, was  
25 there any direction? Was it "hey here's our website, check us out to come up with something"?

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27 Kaczmarek: To the design individual? That was handled by our marketing research person. In terms of  
28 what I think what he conveyed to them, what we were working on at the time, they had, we had had a  
29 process we were directed to develop a new logo primarily for Economic Development that was which  
30 we've had a logo since 1997 that we believed was in need of upgrading and also to try to integrate some  
31 of the other county departments. There were 22 different logos in different departments. We were  
32 trying to get a unified logo for all the county departments so we would speak as one voice, all of Prince

33 William County. So that was the general guidelines, otherwise it was left up to him, as a professional, to  
34 come up with something that we as non-designers were unable to do.

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36 Grant: Let me add to that too. I know that in the discussion that one of the questions that came back  
37 from the marketing team of economic development was –what are some of the activities and actions  
38 that are going on? We had, there was, an Economic Development Task Force which is comprised of a list  
39 of people who are in these areas and if you recall that task force report listed sort-of these action  
40 steps..1..2..and 3 to go through. And, one of the action steps was have marketing folks from, and it lists  
41 out specific areas, Economic Development Task Force had a lot of those people in that area and then  
42 there was a marketing subcommittee of the Economic Development Alliance that was later formed that  
43 had people within that. So, there was discussion within there. There was also discussion the commission  
44 of visitors bureau at the time was developing their own logo. They had contracted out a company to say  
45 “ok how do we look at the community from a tourism perspective” that data was also utilized and then  
46 it was meeting with, we had meetings with the marketing folks from, at the time Park Authority it wasn’t  
47 a department yet, so the parks, schools, from the Chamber of Commerce, and the Economic  
48 Development Task Force in the Department of Economic Development all sat down and said “ok what  
49 are some ways that we are currently marketing the community and how do we want to position this  
50 community in an image.” So that data I know was presented in part of the discussion and I think was  
51 utilized from there with that marketing team, with the design.

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53 Candland: Mr. Grant, I’ll tell you, I think that’s a, that a little bit of a departure from some of the answers  
54 we heard from you last time and maybe we just weren’t necessarily expecting that kind of discussion  
55 but last time you had given answers like, “the logo doesn’t really mean anything, you know, there’s no  
56 meaning behind it”

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58 Grant: It’s symbolic. That’s correct, symbolically there’s no meaning.

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60 Candland: I’ve gone back and I’ve looked at the economic development task force report here. And I’ve  
61 gone through this and in each page and, if I may Mr. Jenkins read a little bit of this, it talks about the  
62 immediate next steps so it talks about this unification. The first step to a unified marketing message is to  
63 articulate the Prince William County identity, this identity must be tied to the understanding of who we  
64 are as a community, and as a local government body, and must also consider how we are perceived by

65 the market and how we wish to be perceived by the market. Action 1: convene a focus group, which you  
66 mentioned, under the direction of the communications office –a focus group comprised of key members  
67 from Economic Development, CVB, WPA, Historic Preservation, Chamber of Commerce, Flory Small  
68 Business Center, the Economic Development Task Force, and local citizens will provide insights on the  
69 image and identity of Prince William County. The next action is to seek input and technical assistance  
70 from a third party contractor, the designer. A non-partisan third party contractor will be solicited to help  
71 create a marketing image. Deliverables from the contractor will include a logo design that will be used in  
72 all Prince William County government marketing materials. This logo must uphold the identity  
73 articulated by the focus group. We just talked about how that focus group was really assembled to try to  
74 provide a unified message of who we are as a community, where we want to go as a community. So I  
75 take exception with the idea that you conveyed last week that this logo doesn't mean anything. I read it  
76 completely different –that this logo was meant to mean something and that that should've been the  
77 direction given to the designer.

78 While you bring up logos, I do want to ask a related question if I could. I think it's related. This was used  
79 as a logo to unify different areas and basically all non-enforcement areas; that, I think, was what we  
80 heard last time. There was a, and I was forwarded this by a constituent, there was a contract with a  
81 Rogue Shard design back in 2011 to come up with a logo and branding strategy –and I wondered if you  
82 could talk a little about what that was. I believe that the total cost for the contract was around 10? 11?  
83 9? 11 thousand dollars?

84

85 Grant: Rogue Shard is a company. They are a graphic design motion graphic company. We did, I think it  
86 was in 2011, an open ended contract where we did an RFP where people competed on different aspects  
87 of needs that we know arise in a communications office. One was a printer, Carter Printing, ended up  
88 winning the print portion of that. Video Production, so Nine Yards Media won the video production  
89 aspect of that. And the other was graphic design and motion graphics of which Rogue Shard won that  
90 element of that. So, we did an RFP that went out, people sort of bid on different things so there's a  
91 broad scope of different types of work so it's not a set contract amount that this much goes to that, but  
92 if you need to end up having work done then it's per project that comes up. So what we did is we had at  
93 the time, this was around...well it was when you just came on to the board because we had to do a new  
94 opening because it had Supervisor Stirrup in the board opening so we needed to change that board  
95 opening that we had when those members came in. And then we also had Channel 23 who was the  
96 graphic element that was part of the television. Verizon FIOS came in, we're 37, I think on Verizon FIOS

97 so we needed to change that graphic element. So we had a process with Rogue Shard where we wanted  
98 to come in and we needed a new graphic and a new intro. And on that we went and there was a sort of,  
99 a two phase thing in that. With that we also looked at if the County's going through graphic design  
100 element stuff, is there any way that that would maybe be able to marry or not. SO there was that  
101 activity looking at is there a way we had to go through and do this television video production that's  
102 where that was contracted out. I think we ended up spending out on that, if I recall –and I can look and  
103 get exact numbers –on that was around 12 thousand dollars that was spent on that aspect of the video  
104 production...

105           May 18, 2012 invoice for three rounds of logo submissions from Rogue Shard - \$12,500  
106           Three rounds of logo submissions from Rogue Shard  
107           February 4, 2012 invoice for temporary show open from Rogue Shard - \$2,000  
108           Still of temporary show open animation

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110 Candland: Thank you for that. Within the contract it talks about the creation of a logo. Was a logo  
111 created by Rogue Shard?

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113 Grant: There's design work into there and that's why it's phase one that went through. Once Mr.  
114 Kaczmarek came in and then it was "here's a process we're going to do of how this Economic  
115 Development logo will be pushed forward." We stopped any production on that in the event that that  
116 logo could be used instead we didn't see the reason, as part of what we had is within the county there's  
117 money spent on different departmental logos, different versions of the seal that come out. We didn't  
118 want to keep spending money on top of that if there was a logo that would come out of that effort then  
119 that could potentially be used. So that's...if that clarifies...

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121 Candland: Yeah. It seems like we're spending a lot of money looking for logos here. Um, what worries  
122 me is, you know, I deal also with – also like Supervisor Nohe –I deal with marketing. That's kind of how I  
123 made my career in marketing. And I've gone through several rebranding exercises of companies that I've  
124 been in, some larger than Prince William County Government, if you want to call that a company, some  
125 much smaller. In each one of those, whether we were rebranding a line of phones, whether we were  
126 rebranding the whole corporate entity, it called for a very researched and very comprehensive  
127 agreement with a design firm and this one with Rogue Shard actually looks like something that we  
128 would do and looking at the different elements and looking at how it's going to look up on the screen

129 and how it's going to look in the newspaper, how it's going to look in magazines. The fact that we spent  
130 12 thousand dollars to rebrand or get the intro with the Prince William County television or the intro of  
131 the Board and then we spent \$750 to develop a logo for a department that represents, hopefully,  
132 hundreds of millions of dollars in economic activity here in Prince William County, I think we're selling  
133 ourselves short. I think it's –and I almost wonder if we had overspent before with the logo and design  
134 for the broadcast TV, or if we're doing it on the cheap now with the economic development logo. So  
135 there's definitely that process of concern that I have with this. And I will say just one other final point  
136 here: When I had originally heard about this, this logo was going to be implemented, as it was portrayed  
137 to me, for Economic Development –put on economic marketing material and things of that nature. On  
138 our walk, Walk for Prince William, with Supervisor May, I was alarmed to hear about a sign that was put  
139 in. And I also at the last meeting was alarmed to hear about uniforms being changed. I was alarmed to  
140 hear about decals on cars being changed. A much broader implementation of this logo than was ever  
141 portrayed to me and I would definitely say to Supervisor Jenkins. So with all of this being said, I would  
142 absolutely echo Supervisor Jenkins concern about this logo. I don't think that the logo was properly  
143 vetted. I think \$750 to a firm out in I don't even know where, wasn't in Prince William County, wasn't in  
144 Virginia - (Chairman Stewart: It's a Michigan firm) - a Michigan firm to develop the face of our Economic  
145 Development Department is troubling to me. And Mr. Chairman I've taken up enough time. Thank you.