



REQUEST FOR BOARD ACTION

ITEM NO. 11.

DATE OF MEETING: April 20, 2009

REQUESTED BY: Michael G. Mack, Director, PCU

SHORT TITLE: Resolution endorsing the implementation of new logos for the Pender County Utilities and Pender Solid Waste Departments.

BACKGROUND: The primary purpose of creating distinguishing identities for the Pender County Utilities and Pender Solid Waste Departments is to assist our customers and citizens in visually recognizing the entities to contact directly to respond to their needs, questions and/or concerns regarding utilities and solid waste matters.

This direct association with a "brand/logo" will provide for a better level of customer service and response to our citizens and should reduce the need for them having to "hunt" for the correct group to contact in the general Pender County Government listings. This should also reduce the number of phone calls and walk-in inquiries that have to be transferred from the Manager's office because citizens aren't sure who to contact for information or assistance regarding utilities or solid waste issues.

SPECIFIC ACTION REQUESTED: The Board of Commissioners is requested to endorse the implementation and use of the attached new logos for the Utility and Solid Waste enterprise functions. The logos will be used for letterhead and other written correspondence, uniforms, and vehicle/equipment identification.

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

PT

Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that:

The Pender County Utilities and Pender Solid Waste Departments are approved to implement the use of new and distinguishing logos for their respective departments.

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS

YEA VOTES: Tate ___ Brown ___ Blanchard ___ Rivenbark ___ Williams ___

Jimmy T. Tate, Chairman 4/20/09
Date

ATTEST 4/20/09
Date