



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: ORD 23-002, **Version:** 1

Introduce, waive first reading, and set March 14, 2023 at 10:30 a.m. as the date and time to consider adoption of an ordinance repealing and replacing Chapter 11.06 of the Monterey County Code to update the design of the official Emblem of the County of Monterey, and provide for the enforcement of prohibitions on misuse of the Emblem through the County Administrative Office or its designee

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Introduce, waive first reading, and set March 14, 2023 at 10:30 a.m. as the date and time to consider adoption of an ordinance repealing and replacing Chapter 11.06 of the Monterey County Code to update the design of the official Emblem of the County of Monterey, and provide for the enforcement of prohibitions on misuse of the Emblem through the County Administrative Office or its designee

SUMMARY:

Chapter 11.06 of the Monterey County Code designates the design of the official County Emblem, defines its permissible uses, and makes misuse of the Emblem a misdemeanor. The Emblem is used for official County business such as identifying County property or the official stationery of the County and its officials. The County Administrative Office (“CAO”) recommends repealing and replacing Chapter 11.06 to update the Emblem and provide new procedures for protecting the County’s intellectual property.

DISCUSSION:

The CAO recommends updating the County Emblem to implement the County’s branding strategy under the leadership of the County Communications Director. The CAO recommends repealing and replacing Chapter 11.06 to allow for the adoption of an updated Emblem.

The CAO’s recommendation encompasses two substantive changes to the current Chapter 11.06. First, it recommends adopting new language allowing for authorized commercial uses of the County Emblem. If approved, the CAO intends to propose a new Board Policy addressing the County’s branding strategy. Second, the CAO recommends adopting new language assigning primary responsibility for the enforcement of this Title to the CAO or its designee to align the responsibility for protecting the County’s intellectual property with staff responsible for implementing the County’s branding strategy.

OTHER AGENCY INVOLVEMENT:

County Counsel’s Office has reviewed the ordinance as to form.

FINANCING:

Amendment of Chapter 11.06 will not affect the County Budget because the proposed changes do not require replacement of existing County supplies and property bearing the current County Emblem.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Repeal and replacement of Chapter 11.06 of the County Code will serve the County’s interest in developing its branding strategy by updating the current Emblem and strengthening protections for the County’s intellectual property.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Approved by: Nick Chiulos, Assistant County Administrative Officer

Attachments: Appendix I - Draft ordinance repealing and replacing Chapter 11.06
 Appendix II - Revised Chapter 11.06 (Original Ordinance)
 Appendix III - Current County Emblem
 Appendix IV - Proposed County Emblem