



KENAI PENINSULA BOROUGH

144 North Binkley Street • Soldotna, Alaska 99669-7520

Toll-free within the Borough: 1-800-478-4441

PHONE: (907) 262-4441 • FAX: (907) 262-1892

www.borough.kenai.ak.us

DAVID R. CAREY
BOROUGH MAYOR

MEMORANDUM

TO: Gary Knopp, Assembly President
Members, Kenai Peninsula Borough Assembly

FROM: David R. Carey, Mayor *DK Carey*

DATE: January 6, 2011

SUBJECT: Ordinance 2011-01, Adopting a Borough Logo

FINANCE DEPARTMENT FUNDS VERIFIED	
\$2,900 ⁰⁰	
ACT #	<u>100.11210.43021</u>
BY: <i>CRB</i>	DATE: <u>1/6/11</u>

In 1992, the borough held a student art contest to design a borough logo. Although two winners were selected, the borough assembly never adopted a borough logo design following the art contest. In early 1995 the borough contracted with Kevin Hall of K&H Graphics to design a borough logo and/ or lapel pin. The borough assembly later considered ordinance 95-22, An Ordinance Adopting a Borough Logo, which would have adopted a design developed by Mr. Hall and shown in Exhibit 1. However, committee and assembly meeting minutes indicate that the ordinance was postponed and then defeated as there were questions regarding the results of the student art contest, which were misplaced at the time. It is unclear if the borough still has all the submittals, and the apparent winner's submission still cannot be found. The logo considered by the assembly pursuant to Ordinance 95-22 as seen in Exhibit 1 is different than the logo presented for adoption now, which is shown in Attachment A to the ordinance.

While no official logo was ever adopted, the borough has used the proposed design on various letterhead and for other purposes since 1995. Although the borough paid approximately \$600 for the design in 1995, the creator, Mr. Hall, has indicated he understood this was for the limited purpose of creating a lapel pin. In order to purchase all the rights from the creator which would enable the borough to assert full ownership of the design, Mr. Hall is seeking an additional \$2,900. His typical fee for a logo design with all associated ownership rights is \$5,000. For the additional \$2,900, Mr. Hall will assign all rights to the borough, provide high quality electronic images which the borough does not currently have, and make minor changes to the design should the borough wish. Funding for the acquisition of additional rights is currently available in the mayor's peninsula promotion account (account no. 100.11210.00000.43021) and no further appropriation is necessary. It does not appear there would be any other significant fiscal impact from this ordinance.

Adopting this ordinance will clean up any issues concerning the borough's past use of the design and logo, and will allow the borough to move forward more efficiently with copyrighting, using and possibly modifying the logo in the future.

Your consideration is appreciated.