

HABERSHAM COUNTY BOARD OF COMMISSIONERS

EXECUTIVE SUMMARY

SUBJECT: Ratification of Approval of Logo Use

DATE: February 24, 2021

☒ **RECOMMENDATION**

☐ **POLICY DISCUSSION**

BUDGET INFORMATION:

☐ **STATUS REPORT**

ANNUAL-

☐ **OTHER**

CAPITAL-

COMMISSION ACTION REQUESTED ON: March 15, 2021

PURPOSE:

To seek Commission approval on Ratification of the Approval of Logo Use for Mountain Lake Publishing, Inc. d.b.a. Vacation Guide.

BACKGROUND / HISTORY:

The Commission office was contacted on February 23, 2021 by the Habersham Chamber of Commerce and Mountain Lake Publishing, Inc. d.b.a. Vacation Guide for permission to use the Habersham County Logo. Habersham County has been picked as the "Community Spotlight" for their Spring edition of Vacation Guide in the Mountains. The logo will be used to promote Habersham on a 2-page article to promote tourism.

FACTS AND ISSUES:

Staff informed Mountain Lake Publishing that approval from the BOC is required for use of the County logo, however, the next BOC meeting for March 15, 2021 would not allow the publisher to meet their deadline. The Vacation Guide is supposed to be on stands March 13th. Per the County attorney, email approval can be obtained so that the Chairman can sign the release form, with ratification of the release for approval to use the County's logo being placed on the Consent Agenda for approval at the next available meeting. The Chairman signed the release and the logo was submitted to Mountain Lake Publishing on February 24, 2021 in order for them to meet their deadline and promote Habersham County.

OPTIONS:

- 1) Approve Ratification of the Approval of Logo Use for Mountain Lake Publishing, Inc. d.b.a. Vacation Guide.
- 2) Deny recommendation to Ratify the Approval of Logo Use for Mountain Lake Publishing, Inc. d.b.a. Vacation Guide.
- 3) Commission defined alternative.

RECOMMENDED SAMPLE MOTION:

I move to approve Ratification of the Release/Approval of County Logo Use for Mountain Lake Publishing, Inc. d.b.a. Vacation Guide.

DEPARTMENT:

ADMINISTRATIVE

COMMENTS: _____

_____ **DATE:** _____

County Manager

**RELEASE AND PERMISSION TO USE ORGANIZATION
LOGO OR TRADEMARK**

Habersham County, Georgia ("the County" hereinafter), by and through its undersigned authorized representative, hereby gives permission for Mountain Lake Publishing, Inc. d.b.a. Vacation Guide to publish and/or use the County logo. It is understood that Mountain Lake Publishing, Inc. d.b.a. Vacation Guide may use said logo or mark for advertising relating to the Mountain Lake Publishing, Inc. d.b.a. Vacation Guide's website and all other purposes related to Mountain Lake Publishing, Inc. d.b.a. Vacation Guide and its mission in connection with the County. Mountain Lake Publishing, Inc. d.b.a. Vacation Guide may use the County's logo or mark for these purposes without further permission or acquiescence by the County and the County hereby releases Mountain Lake Publishing, Inc. d.b.a. Vacation Guide from all liability relating to the publication or use of the logo/mark solely in connection with its uses mentioned in the attached.

Executed this 24 day of February, 2021

Habersham County, Georgia

By: 
Chairman

APPLICATION FOR PERMISSION TO USE HABERSHAM COUNTY LOGO

Applicant			
Name	Kathleen Painter		
Position	Publisher		
Type	☐ Government ☒ Corporation ☐ Not-for-Profit ☐ Individual		
Organization (if appropriate)	Mountain Lake Publishing, Inc. dba Vacation Guide		
Address	2180 Mockingbird Lane, Hiawassee, GA 30546		
Phone No.	(706)- 896-2412	Email	mtnlakepub@gmail.com

Usage of logo	
Proposed use of logo/s (include publication type and audience)	Vacation Guide - Tourism
Date/s of proposed use	Cover Page - for Community Spotlight
Logo Format	☐ jpeg ☒ eps
Logo	☐ Color (green panel) ☐ Mono (black and white) ☒ Color reversed (white panel - for dark backgrounds)

Archived: Wednesday, February 24, 2021 8:43:56 AM
From: Kathleen Painter
Sent: Tue, 23 Feb 2021 16:44:41
To: Lindsay Underwood
Subject: Re: Permission for Logo - to feature on Vacation Guide Cover
Sensitivity: Normal

[CAUTION: This message originated from outside of the Habersham County email system. -- Please exercise caution before clicking links, opening attachments, replying, or providing information to the sender.]

Hey Lindsay,

March 15th would be too late for our publication.

The Vacation Guide is supposed to be on stands March 13th.

Is there anyway that we can get an email approval from the commissioners?

Kathleen Painter
Publisher

Mountain Lake Publishing, Inc.
*Publisher of Homes for Sale in the Mountains,
Vacation Guide & Highroads Living Magazines*
Office: 706-896-2412
Cell: 706-897-1735

On Tue, Feb 23, 2021 at 11:15 AM Lindsay Underwood <lunderwood@habershamga.com> wrote:

Good morning:

The "Application for Permission to Use County Logo", located at the link below on our County website, will need to be completed and returned to the County. We can ask for Board of Commissioner approval for this at their March 15, 2021 Commission Meeting.

<https://www.habershamga.com/document-center?fid=277&ysnDC=1>

Thank you,

Lindsay Underwood, County Clerk
Habersham County Board of Commissioners
130 Jacob's Way, Suite 301
Clarksville, GA 30523
lunderwood@habershamga.com

From: Mary Beth Horton <president@habershamchamber.com>
Sent: Tuesday, February 23, 2021 11:11 AM
To: Lindsay Underwood <lunderwood@habershamga.com>; Phillip Sutton <PSutton@habershamga.com>
Subject: FW: Permission for Logo - to feature on Vacation Guide Cover

[CAUTION: This message originated from outside of the Habersham County email system. -- Please exercise caution before clicking links, opening attachments, replying, or providing information to the sender.]

See below. They would like permission to use the county logo.

Mary Beth Horton

President

Habersham County Chamber of Commerce

president@habershamchamber.com

706-778-4654 (office)

706-968-4190 (cell)

St. Patrick's Day Double Bowling Tournament- March 18th

Secure your team TODAY!!



From: Kathleen Painter <mtnlakepub@gmail.com>
Sent: Tuesday, February 23, 2021 10:04 AM
To: Mary Beth Horton <president@habershamchamber.com>
Subject: Permission for Logo - to feature on Vacation Guide Cover

Hey Mary Beth & County Directors,

Habersham County has been picked as the "Community Spotlight" for our Spring edition of the Vacation Guide in the Mountains.

Please see attached format, as we were hoping to use the County Logo for Habersham to promote the 2 page article inside to promote tourism for you.

Can we please have permission and have a high resolution logo for the Cover? It works very nicely with our format to promote Habersham County.

Thanks,

Kathleen Painter

Publisher

Mountain Lake Publishing, Inc.

Publisher of Homes for Sale in the Mountains,

Vacation Guide & Highroads Living Magazines

Office: 706-896-2412

Cell: 706-897-1735

Archived: Wednesday, February 24, 2021 8:44:02 AM
From: Kathleen Painter
Sent: Tue, 23 Feb 2021 16:53:11
To: Lindsay Underwood
Subject: Permission form for use of Logo
Sensitivity: Normal

[**CAUTION:** This message originated from outside of the Habersham County email system. -- **Please exercise caution** before clicking links, opening attachments, replying, or providing information to the sender.]

Hey Lindsay,

Please see attached for Permission Form,
in case we can get this passed before March 15th?

The City of Cornelia is promoting the Train Depot
& the City of Clarkesville is promoting the Mountain Laurel Festival
in this edition - I would love to bring it all together with a county logo.

I'm a member of the Habersham Chamber of Commerce
and have a proven track record for promoting our area for 14 years with the Vacation Guide that is distributed in 500 locations Regionally, 200 Locations in
Atlanta, and
all the Georgia State Visitor Centers.

Attached is the Application Form

Kathleen Painter
Publisher

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*Publisher of Homes for Sale in the Mountains,
Vacation Guide & Highroads Living Magazines*
Office: 706-896-2412
Cell: 706-897-1735