

**Open Work Session
County Seal/Logo
February 18, 2020**

Mr. Weston Young, Assistant Director of Administration, came before Council. Mr. Dodd explained, the reason Council is bringing this topic up is because several Councilmembers have been seeing different logos, such as the drain cover Dallas Baker just had. He said there are also two or three emails right now that have different seals on it. He then asked what the story is on that, to which Mr. Young responded, at the County's 150th anniversary, they had a ceremonial logo created, and, honestly, they think it looks nice, so the ceremonial logo has gone on certain things. He said they adapted it from a Sheriff Deputy emblem, but the County Seal remains unchanged. He then pointed out the seal on the wall and his lapel pin on his jacket. He said this was something celebrating the 150th anniversary, and, yes, he noticed as well that it was on that storm drain.

Mr. Davis asked how long it is going to be used, to which Mr. Young responded, that is a good question, but he does not know. He then said, for the foreseeable future. Mr. Davis asked if a Resolution has to be brought forth for them to change the seal, to which Mr. Young responded, he believes the Charter requires there be approval of a change to the County Seal. Mr. Davis said it has not been brought before Council, but they are using it, to which Mr. Young responded, he guesses the play on it is that it is a ceremonial logo. Mr. Davis then asked, again, how long will this ceremonial logo be used? He said, if it is going to be used forever, then a Resolution needs to be brought forth to change it. Mr. Young said another example is Recreation and Parks having their own logo that represents Wicomico County Recreation and Parks with two geese. Mr. Davis said this logo is being used on a lot of things, such as County vehicles and so forth, so Council has the impression that the logo has been changed. He said, if it is a ceremonial thing, the anniversary is over with, so they should be going back to the regular seal, or a Resolution should be brought forth to change it, to which Mr. Young responded, understood. Mr. Dodd said there is a spinoff of the ceremonial seal without the dates on it, and that is one of three he has seen recently. He said it is in the Charter that, if there is a change to it, it has to be brought before Council.

Mr. Holloway asked what the cost was of this operation of doing all of these seal changes and printing? He said there had to be some cost involved, to which Mr. Young responded, again, they used a premade image from the Sheriff Deputies. He said, when a seal needs replacing on a car, they are typically stickers, but sometimes they are magnets. He said the images fade over time, so it would be pretty much the exact same price as whatever the original sticker was. He said they just provide an image file to whoever is doing the printing, and he does not think there is a cost change with additional colors.

Mr. Dodd said he thinks the question was how long they plan to use the ceremonial seal, to which Mr. Young responded, he would say for the foreseeable future. Mr. Davis asked what that means, to which Mr. Young responded, going forward, the intention is to still use that logo for now. Mr. Davis asked if that will be without changing it by Resolution? He said, again, they are putting the cart before the horse where they can do what they want without going through proper channels.


Mr. Hastings said, to be clear, there is a difference between a logo, which is a temporary image, and then the actual seal itself, which would be properly adopted. He said currently, actually, the seal is inside of another image. He said he thinks when it comes to the issues Council and the County are facing, this is about as low on the bar that it gets, but, nonetheless, if it is worth talking about, then okay, but otherwise, move on. Mr. Dodd said the definition of a seal and a logo is pretty much the same, to which

Mr. Hastings responded, no. He explained, he was a marketing major, and a seal is an official image. He said, for an official Body, they have a seal or a flag, but, for a logo, it is just an image.


Mrs. Acle asked when the 100th anniversary was, to which Mr. Young responded, it was two years ago in 2017. Mr. McCain clarified, it was the 150th.

Mr. Cannon said he just thinks the concern is the fact that this logo is replacing the County Seal in numerous instances. He clarified, it is not a big deal, but there is no doubt it leads to confusion. He said, if someone comes into Wicomico County, they will be wondering which seal represents the County and which does not. He said he can go to Washington County or any other County in the State of Maryland and they all have one consistent seal that represents that Body of Government. He said Wicomico does not, and the anniversary was three years ago.

Mr. Dodd said the question was that there are a lot of the ceremonial seals popping up on some of the County vehicles, which goes back to Mr. Cannon's question. There was no further discussion.



Larry W. Dodd, President, District 3

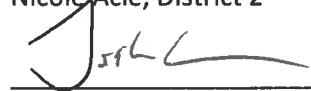


John T. Cannon, Vice President, At-Large


Ernest F. Davis, District 1



Nicole Acle, District 2



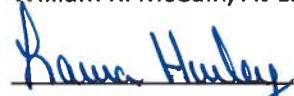
Josh Hastings, District 4



Joe Holloway, District 5



William R. McCain, At-Large



Laura Hurley, Council Administrator