



DeKalb County Government

Manuel J. Maloof Center
1300 Commerce Drive
Decatur, Georgia 30030

Agenda Item

File ID: 2024-1224

Substitute

10/22/2024

Public Hearing: YES NO Department: Police Services

SUBJECT:

Commission District(s): All Commission Districts

To Approve the Advertising and Marketing Agreement with AT&T Service, Inc.

Information Contact: Mirtha V. Ramos, Chief of Police

Phone Number: (770) 724-7440

PURPOSE:

To approve the use of DKPD's name/badge/emblem by AT&T for promotional and advertising strategies. Per O.C.G.A § 35-10-1 (Nomenclature), no person shall use the name of a police department without the approval of the governing body.

NEED/IMPACT:

As part of their marketing, promotional and advertising strategies, AT&T has requested to use DeKalb County Police Department's nomenclature, to include the name, vehicles, uniforms, badges, and officer testimonials related to these strategies. Chief Ramos recommends the governing authority to approve the use of the DeKalb County Police Department's name, vehicles, uniforms, and badges in AT&T's advertisements pursuant to O.C.G.A. § 35-10-1, *et. seq.* ("Municipal and County Police Departments' Nomenclature Act of 1996" or "The Act"). It is a violation of The Act to use or display any current or historical symbol used by a police department with any solicitation or advertisement, without written permission from the local governing authority. This is a substitute agenda item for 2024-1224.

FISCAL IMPACT:

There is no cost to the County.

RECOMMENDATION:

To approve the use of DKPD's name/badge/emblem by AT&T for promotional and advertising strategies. Per O.C.G.A § 35-10-1 (Nomenclature), no person shall use the name of a police department without the approval of the governing body. To approve the substitute resolution and authorize the Chief Executive Officer to execute all necessary documents.