



DeKalb County Government

178 Sams Street
Decatur, Georgia 30030

Agenda Item

File #: 2025-0872

Substitute

7/8/2025

Public Hearing: YES ☐ NO ☒

Department: Board of Commissioner - District 6

SUBJECT:

Commission District(s): All Commission Districts

To authorize 23 Dalmingos, LLC to use DeKalb County Fire nomenclature and symbols on its website, including a photo from the DeKalb County Fire Station 23 Facebook page, authorize the acceptance of 200 plush flamingos per year for ten years, and authorize the Chief Executive Officer to execute all necessary documents.

Information Contact: Commissioner Ted Terry

Phone Number: (404) 371-4909

PURPOSE:

To authorize 23 Dalmingos, LLC to use a photo as a backdrop on the official 23 Dalmingos website taken from the DeKalb County Fire Station 23 Facebook page that shows "DeKalb County Fire Rescue" on the door of Engine 23.

NEED/IMPACT:

In 1986, when Station 23 was opened in Clarkston the firefighters assigned to this station put pink plastic flamingos in front of the station in an effort to bring awareness to a retention pond in front of the station. After a few weeks they painted them white with black spots and called them "Dalmingos" and became a community landmark. After 29 years as a firefighter housed at Station 23 in Clarkston, Mr. Dan Moore has retired and is fulfilling a dream to launch 23 Dalmingos, LLC, with a mission to bring awareness to Firefighter Mental Health and to Burn Survivors. Mr. Moore has trademarked the word "Dalmingo" and is in the process of launching the official website www.23dalmingos.com. On the website, Mr. Moore will reference Dekalb County Fire Rescue and desires to use photos showing Engine 23.

Mr. Moore has agreed to provide 200 plush flamingos to DeKalb County per year for a period of ten years, at no cost to the County. DeKalb County Fire Rescue engines, ladders and ambulances will be stocked with plush flamingos to provide to children at accident and incident scenes.

FISCAL IMPACT:

No cost to the County.

RECOMMENDATION:

To authorize 23 Dalmingos, LLC to use DeKalb County Fire Rescue nomenclature and symbols on its website, including a photo from the DeKalb County Fire Station 23 Facebook page, authorize the acceptance of 200 plush flamingos per year for ten years, and authorize the Chief Executive Officer to execute all necessary documents.