



DeKalb County Government

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

Agenda Item

File ID: 2020-0543

Substitute

6/23/2020

Public Hearing: YES NO Department: Police Services

SUBJECT:

Commission District(s): All Commission Districts

Acceptance of In-Kind Donation from Cox Automotive Valued at \$5,658.00 Information

Information Contact: Chief Mirtha V. Ramos

Phone Number: 770-724-7440

PURPOSE:

To consider approving the acceptance of in-kind services from Cox Automotive valued at five thousand six hundred and fifty-eight dollars (\$5,658.00), and, pursuant to O.C.G.A. § 35-10-1, *et. seq.*, ratify the usage of the DeKalb County Police Department's nomenclature, to include the name, vehicles, uniforms, badges and officer testimonials in Cox Automotive's advertisement/marketing materials.

NEED/IMPACT:

In light of COVID-19, Cox Automotive provided in-kind vehicle disinfection services for 246 vehicles in the Police Fleet. These services assisted the Department in disinfecting patrol vehicles for the safety of the officers.

After disinfecting DeKalb County police vehicles, as part of their advertising/marketing strategy, Cox Automotives used DeKalb County Police Department's nomenclature, to include the name, vehicles, uniforms, badges and officer testimonials related to these services. Chief Ramos recommends the governing authority retroactively approve the use of the DeKalb County Police Department's name, vehicles, uniforms, and badges in Cox Automotive'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.

FISCAL IMPACT:

There is no cost to the County.

RECOMMENDATION:

To approve the acceptance of in-kind services from Cox Automotive valued at five thousand six hundred and fifty-eight dollars (\$5,658.00), and ratify the usage of the DeKalb County Police Department's nomenclature, to include the name, vehicles, uniforms, badges and officer testimonials for advertisement/marketing materials