



## **ALEDO ISD BOARD MEETING TEMPLATE**

**MEETING DATE:** May 25, 2012

**AGENDA ITEM:** Placement of Aledo ISD Copyrighted Logo

**PRESENTER:** Earl Husfeld

**ALIGNS TO BOARD GOAL(S):**

6. Provide resources and facilities consistent with the growth of the District.

**BACKGROUND INFORMATION:**

- On May 7<sup>th</sup>, City of Aledo staff presented information to me containing the City's plans for the graphics on the new elevated water tower that will be erected.
- During this meeting, the opportunity for placing the Aledo ISD (AISD) logo on the City of Aledo's water tower was discussed. The cost to place the AISD logo on this water tower is \$12,150.
- Subsequent to my meeting on May 7<sup>th</sup>, staff representing another city within the Aledo ISD boundaries discussed with me their desire to place the AISD logo on a future water storage tank. This potential placement would be at no cost to the District.

**ADMINISTRATIVE CONSIDERATIONS:**

- The AISD logo is a valuable asset of the District that must be protected and used with discretion.
- To my knowledge, the District does not have written guidelines for the placement or use of the AISD logo.
- In the final analysis, the primary question to be answered is the following: Does the District benefit from this logo placement more than the \$12,150 cost?

**FISCAL NOTE:**

If the decision is made to place the AISD logo on the City of Aledo's water tower, the \$12,150 cost would be paid from currently budgeted funds.

**ADMINISTRATIVE RECOMMENDATION:**

None – Discussion Item Only