



ALEDO ISD BOARD MEETING TEMPLATE

MEETING DATE: January 23, 2017

AGENDA ITEM: Discussion – Candidate use of the District trademark during Trustee elections.

PRESENTER: Dr. Derek Citty, Superintendent

ALIGNS TO BOARD GOAL(S): There is no defined Board goal that aligns with this discussion item.

BACKGROUND INFORMATION:

The policy that sets forth acceptable use of the District trademark is found at CY (LOCAL):

“Public Use

Members of the general public, outside organizations, vendors, commercial manufacturers, wholesalers, and retailers shall not use District trademarks without the written permission of the Superintendent or designee. Any production of merchandise with District trademarks for sale or distribution must be pursuant to a trademark licensing agreement and may be subject to the payment of royalties.

Any individual, organization, or business that uses District trademarks without appropriate authorization shall be subject to legal action.”

ADMINISTRATIVE CONSIDERATION(S): Since the District logo is now trademarked, it is the opinion of Administration that, 1) either all candidates be allowed use of the trademark or, 2) no candidate be allowed use of the trademark.

This item seeks Trustee feedback related as to which is more acceptable.

FISCAL NOTE: There is no known impact to the 2016-17 budget related to this item.

ADMINISTRATIVE RECOMENDATION: There is no recommendation related to this item as Administration only seeks feedback from Trustees. If further action is needed, an action item will be brought to Trustees for consideration in the future.