

REQUEST FOR BOARD ACTION

HENDERSON COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: 15 August 2011

SUBJECT: Use of name "Henderson County AgBiz"

PRESENTER: Charles Russell Burrell

ATTACHMENT(S): Letter from Mark Williams

SUMMARY OF REQUEST:

Mark Williams of the Agri-Business Development department of the county has requested permission to change the name of the current county government department to "Henderson County AgBiz", and using of the trade name "AgBiz".

It is anticipated that if this agreed to by the Board, at such time a new non-profit corporation is set up, the right to the use of this name would be transferred to the corporation.

County staff will be present and prepared if requested to give further information on this matter.

BOARD ACTION REQUESTED:

Approval of the name change.

If the Board is so inclined, the following motion is suggested:

I move that the Board change the name of the current county department from "Henderson County Agri-business Development" to "Henderson County AgBiz".



HENDERSON COUNTY AGRIBUSINESS DEVELOPMENT

August 9, 2011

Henderson County Board of Commissioners
Attn.: Terry Wilson, Clerk to the Board

Dear Commissioners:

The Agribusiness Development Board held its regular monthly meeting last night and we were pleased to have Commissioners Thompson and O'Connor in attendance. At some point in the near future, I look forward to sharing our activities and projects with the full Board of Commissioners.

One goal we hope to accomplish very soon is to be an easily identifiable organization. In discussions with several marketing firms it has been commonly suggested that we first select a name that is descriptive of what we are about, but also as short as possible. Finalizing a name would then be followed by creation of a logo, slogans, a website and all the other marketing and promotional components.

At our meeting we discussed the issue of organization names and entertained several ideas. As a result, the board unanimously voted to recommend a name change from "Henderson County Agri-business Development" to "Henderson County AgBiz". We would use the shortened version of "AgBiz" when identifying the organization and define what we are all about through the use a slogan, which would be settled on later.

Our request is for permission to proceed with the name change, with the understanding that we will adopt the new name barring any legal issues that may prohibit the use. I am available for further discussion prior to or during your next meeting or if you prefer, our board is agreeable to including this request as part of your consent agenda. We ask that you consider the request at your upcoming meeting if possible, since we are anxious to move forward with our promotional efforts.

Thank you for your consideration and your support for Henderson County agriculture.

Sincerely,

Mark Williams
Director