



CITY OF PLANO COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		10/14/2013		
Department:		Marketing and Community Engagement		
Department Head		Mary Vail-Grube		
Agenda Coordinator (include phone #): Kimberly Simmons - 7307				
CAPTION				
<p>An Ordinance of the City of Plano, Texas amending Section 2-1(e) of the City Code of Ordinances of the City of Plano, Texas to authorize use of the City logos and/or brand by licensees of the Plano Centre for the duration of their City license agreement and by partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with events promoting, marketing and publicizing the City upon written approval of the City Manager or his designee; providing a severability clause, a repealer clause, a savings clause, a penalty clause, a publication clause and an effective date.</p>				
FINANCIAL SUMMARY				
<input checked="" type="checkbox"/> NOT APPLICABLE <input type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR: 2013-14	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	0	0	0
Encumbered/Expended Amount	0	0	0	0
This Item	0	0	0	0
BALANCE	0	0	0	0
FUND(S): N/A				
<p>COMMENTS: This item has no fiscal impact.</p> <p>STRATEGIC PLAN GOAL: An Ordinance of the City of Plano amending Section 2-1 (e) of the City Code of Ordinances of the City of Plano, Texas to authorize use of the City logos and/or brand by licensees of the Plano Centre for the duration of their City license agreement and by partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with events promoting, marketing and publicizing the City relates to the City's goal of a Financially Strong City with Service Excellence and Partnering for Community Benefit.</p>				
SUMMARY OF ITEM				
<p>Staff recommends that the City Council approve an amendment to the ordinance authorizing the use of the City logo and brand in order to support the Plano Centre & Plano Convention and Visitors Bureau and enhance the ability to work with partners and sponsors of programs and events at that facility and that promote the City of Plano.</p> <p>Amendment to Section 2-1 (e) to authorize use of the city logos and/or brand by licensees of the Plano Centre for the duration of their City license agreement and by partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with events promoting, marketing and publicizing the city upon written approval of the City Manager or his designee.</p>				



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List of Supporting Documents: Ordinance		Other Departments, Boards, Commissions or Agencies

An Ordinance of the City of Plano, Texas amending Section 2-1(e) of the City Code of Ordinances of the City of Plano, Texas to authorize use of the City logos and/or brand by licensees of the Plano Centre for the duration of their City license agreement and by partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with events promoting, marketing and publicizing the City upon written approval of the City Manager or his designee; providing a severability clause, a repealer clause, a savings clause, a penalty clause, a publication clause and an effective date.

WHEREAS, the City Council adopted the official City of Plano logo by Ordinance No. 80-8-17 which was repealed and replaced by Ordinance No. 2010-10-13 which was repealed and replaced by Ordinance 2013-4-12 which adopted a new brand and official logo for the City of Plano; and

WHEREAS, the City Council wishes to authorize licensees of the Plano Centre to use the City logos and/or brand for the duration of their City license agreement upon written approval of the City Manager or his designee; and

WHEREAS, the City Council wishes to authorize partners or sponsors of the City of Plano Convention and Visitors Bureau to use the City logos and/or brand in conjunction with their participation in events promoting, marketing and publicizing the City; and

WHEREAS, the City Council finds that it is in the best interest of the City of Plano to amend Section 2-1(e) of the City of Plano, Texas Code of Ordinances to authorize use of the City logos and/or brand by licensees of the Plano Centre for the duration of their City license agreement and by partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with events promoting, marketing and publicizing the City upon written approval of the City Manager or his designee.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. Section 2-1(e) of the City of Plano, Texas Code of Ordinances is hereby repealed and replaced as follows:

“(e) The following persons or entities may use the official logo, prior official logo, or brand of the City with the prior written approval of the City Manager or his designee:

1. non-profit agencies receiving City grant funds for the duration of their City grant funding agreement;
2. licensees of the Plano Centre for the duration of their City license agreement in conjunction with promoting, marketing and publicizing their event at Plano Centre;
3. contractors providing goods, services or materials to the City in conjunction with City projects or official City business for the duration of their City contract; and
4. partners or sponsors of the City of Plano Convention and Visitors Bureau in conjunction with their participation in events promoting, marketing and publicizing the City.”

Section II. It is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses, and phrases of this Ordinance are severable, and if any phrase, clause, sentence, or section of this Ordinance shall be declared unconstitutional or invalid by any court of

competent jurisdiction, such unconstitutionality or invalidity shall not affect any other remaining phrase, clause, sentence, paragraph or section of this Ordinance.

Section III. All provisions of the Code of Ordinances of the City of Plano, codified or uncodified, in conflict with the provisions of this Ordinance are hereby repealed, and all other provisions of the Code of Ordinances of the City of Plano, codified or uncodified, not in conflict with the provisions of this Ordinance shall remain in full force and effect.

Section IV. The repeal of any Ordinance or part of Ordinances effectuated by the enactment of this Ordinance shall not be construed as abandoning any action now pending under or by virtue of such Ordinance or as discontinuing, abating, modifying or altering any penalty accruing or to accrue, or as affecting any rights of the municipality under any section or provisions at the time of passage of this ordinance.

Section V. Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(b) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense.

Section VI. This Ordinance shall become effective immediately upon its passage and publication as provided by law.

DULY PASSED AND APPROVED this the 14th day of October, 2013.

Harry LaRosiliere, MAYOR

ATTEST:

Diane Zucco, CITY SECRETARY

APPROVED AS TO FORM:

Diane C. Wetherbee, CITY ATTORNEY