



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Miscellaneous

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J.4.

10/22/2019

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### **Subject:**

Policy Prohibiting Elected Officials' Names or District Designation on Specified Signs and Equipment

### **Fiscal Impact:**

Potential savings in reducing required size of signs

### **Dept/Office:**

District 3

### **Requested Action:**

Adopt Attached Policy

### **Summary Explanation and Background:**

It has become a long-standing practice to include Commissioners' names on certain signs relating to construction projects. This practice has multiple negative impacts.

First, it implies that such projects are that of an individual commissioner. In fact, all projects are driven by policy decisions of the full Board. The implications of territorialism harms the County as a whole, insofar as the funds are (or are at least perceived as) being distributed based on politics rather than facts of where funding is most needed.

Such signs also create confusion as to how such projects are funded. Many projects are funded using general revenue, while others are funded through taxing districts that are not identical to commission districts. As such, residents and businesses outside of a commission district are usually paying for such projects.

The attached policy would prohibit such markings on signs and equipment. Markings such as the County logo as well as the cost of a project remain permitted.

This policy would not apply to signs already created.

### **Clerk to the Board Instructions:**

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October 23, 2019

**M E M O R A N D U M**

TO: Commissioner John Tobia, District 3

RE: Item J.4., Policy Prohibiting Elected Officials' Names or District Designation on Specified Signs and Equipment

The Board of County Commissioners, in regular session on October 22, 2019, tabled discussion of policy prohibiting elected officials' names or district designation on specified signs and equipment to the next Board meeting.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

*Tammy Rowe*

Tammy Rowe, Deputy Clerk

cc: County Manager



## POLICY

NUMBER: BCC-

CANCELS:

APPROVED:

ORIGINATOR: DISTRICT 3

REVIEW:

**TITLE: Prohibition of district designation or elected officials' names on signs and equipment**

### I. OBJECTIVE

Preventing confusion of County citizens in how tax revenue is allocated to roads and equipment, and to prevent an inequitable electoral advantage to incumbents

### II. DEFINITIONS & REFERENCES

- A. A "sign" shall be any sign for which County funds are expended, whether whole or in part.
- B. For the purposes of this policy, "elected official" does not include State or Federal elected officials.

### III. DIRECTIVES

#### A. Prohibition on Specified Road Sign Markings

- 1. A sitting elected official's name, County Commission District number, or other district shall not be present on any road sign, park sign, or other sign related to a County construction project, except when required by State law or regulation

#### B. Prohibition on Specified Equipment Markings

- 1. A sitting elected official's name, County Commission District number, or other district shall not be present on any County equipment.

#### C. County, Municipal, or State Designation Permitted

- 1. This policy shall not be interpreted to prohibit a political subdivision's logo or other markings; this includes, but is not limited to, the County seal, municipal seals, or State seals.

### IV. APPLICATION

- A. This policy shall not apply to any signs created before adoption of this policy



# POLICY

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CANCELS:  
APPROVED:  
ORIGINATOR: DISTRICT 3  
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V. RESERVATION OF AUTHORITY

A. The authority to issue and/or revise this policy is reserved to the Board of County Commissioners

ATTEST:



SCOTT ELLIS, CLERK



KRISTINE ISNARDI, CHAIR  
BOARD OF COUNTY COMMISSIONERS  
BREVARD COUNTY, FL

