



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Miscellaneous

I.4.

5/7/2024

Subject:

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

Fiscal Impact:

None

Dept/Office:

District 3 Office

Requested Action:

It is requested the Board adopt the attached policy prohibiting elected officials' names or district designation on specified signs and equipment.

Summary Explanation and Background:

Currently, Commissioners have the option to include their names and districts 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 and it can be perceived that funds are allocated based on politics rather than where funding is most needed. In fact, all projects are driven by policy decisions of the full Board.

Such signs also create confusion as to how such projects are funded. Many projects are funded using general funds, 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:



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Kimberly.Powell@brevardclerk.us

May 8, 2024

M E M O R A N D U M

TO: Frank Abbate, County Manager

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

The Board of County Commissioners, in regular session on May 7, 2024, approved a Policy relating to "the prohibition of District designation or elected officials' names on signs and equipment", limited to County Commission Officers. Enclosed is the fully-executed Policy.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

Kimberly Powell
Kimberly Powell, Clerk to the Board

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Encl. (1)

cc: Each Commissioner
County Attorney



BOARD OF COUNTY COMMISSIONERS

POLICY

Number: BCC-63
Approved: May 7, 2024
Originator: Board of County Commissioners
Review: May 7, 2027

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.

II. DEFINITIONS

- A. A "sign" shall be any sign for which County funds are expended, whether in whole or in part.
- B. For the purposes of this policy, "elected official" shall mean each person elected to a County Commission office within Brevard County.

III. DIRECTIVES

- A. Prohibition on Specified Road Sign Markings. A sitting elected official's name or County Commission District number 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. A sitting elected official's name or County Commission District number shall not be present on any County equipment.
- C. County, Municipal, or State Designation Permitted. 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:
 - 1. Any signs or notices created before the adoption of this policy.
 - 2. Directional or way-finding signs.

V. RESERVATION OF AUTHORITY

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

ATTEST:

Rachel Sadoff, Clerk

Jason Steele, Chair
BOARD OF COUNTY COMMISSIONERS
BREVARD COUNTY, FLORIDA
As approved by the Board on: **MAY 07 2024**