

Meeting Date
August 19, 2014



AGENDA	
Section	Consent
Item No.	II.B.2.

**AGENDA REPORT**  
 BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SUBJECT:	Authorization, RE: Approval and Execution by the Board Chairman of the attached letter - All Districts
DEPT/OFFICE:	Parks and Recreation Department

Requested Action:

It is requested that the Board approve and authorize the Chairman to execute the letter from Eric E. Gisolfi of the firm Sabin, Bermant & Gould LLP, representing Bright House Networks, for the usage of the NEWS 13 Trademark and logo on Rip Current signage for public beach accesses.

Summary Explanation & Background:

The Tourism Development Council, in their May 2014 meeting, approved an expenditure of \$16,000 for the fabrication of uniform Rip Current signs to be placed at each public beach access in Brevard County. The bilingual signs will display a visual and narrative description of protective measures to be taken in the event of rip currents. Additionally, the signs will display apps to obtain current weather reports and locations for those beaches where lifeguards are located.

Statistics from the United States Lifesavings Association report a significant number of rescues of individuals caught in rip currents. Rip current signage will provide an additional level of information for beach patrons.

Fiscal Impact:

FY13-14: \$16,000 from TDC

FY14-15: No Fiscal Impact

Clerk to the Board Instructions:

Exhibits Attached: Rip Current sign, Sabin, Bermant & Gould LLP letter, Annex 1

Contract /Agreement (If attached): Reviewed by County Attorney		Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	PR	<input type="checkbox"/>
County Manager	Assistant County Manager, Mel Scott		Department Director / Extension <i>Jack Masson</i> Jack Masson, Director, Parks and Recreation Dept. 633-2046 <a href="mailto:jack.masson@brevardparks.com">jack.masson@brevardparks.com</a>				
Stockton Whitten	Assistant County Manager, Venetta Valdengo <i>Venetta Valdengo</i>						



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

Telephone: (321) 637-2001  
Fax: (321) 264-6972

August 20, 2014

MEMORANDUM

TO: Jack Masson, Parks and Recreation Director

RE: Item II.B.2, Approval of Letter, for Usage of the News 13 Trademark and Logo on Rip Current Signage for Public Beach Access

The Board of County Commissioners, in regular session on August 19, 2014, authorized the Chairman to execute letter from Eric E. Gisolfi of the firm Sabin, Bermant, and Gould LLP, representing Bright House Networks, for usage of the News 13 Trademark and logo on Rip Current signage for public beach access. Enclosed is the original Letter.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

*Tammy Etheridge*

Tammy Etheridge, Deputy Clerk

/clm

Encl. (1)

SABIN, BERMANT & GOULD LLP

ATTORNEYS AT LAW

FOUR TIMES SQUARE

NEW YORK, N.Y. 10036-6526

ERIC E. GISOLFI  
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E-MAIL: egisolfi@sabinfirm.com

July 16, 2014

Shannon Wilson, Esq.  
Brevard County  
2725 Judge Fran Jamieson Way,  
Bldg. C  
Viera, FL 32940

Re: Brevard County Beach Access Signs

Dear Ms. Wilson:


We understand that Brevard County will produce public signs for beach access points that will display the News 13 name and logo, as shown on the attached Annex 1 attached hereto, and our client's url mynews13.com and/or digital code ("the Trademark") to provide citizens with information about how to access weather reports from our client's services.

This is to advise you that Bright House Networks approves of use of the Trademark as described above on the following conditions:

- 1) Use of the Trademark will be limited to the use described above.
- 2) Brevard County will not use the Trademark in any other advertisements, broadcast, telecast, or cablecast media, electronic media, or billboards without express permission from Bright House Networks.
- 3) Brevard County will not crop, overlay, or otherwise alter the appearance of the Trademark.

The validity of this letter is dependent upon execution and return to us of a signed copy of this letter, signifying affirmance of the terms and agreement to the conditions stated above by a qualified officer or representative of Brevard County.

Very truly yours,

  
Eric E. Gisolfi

EEG/dr

Agreed and Accepted:

Signature 

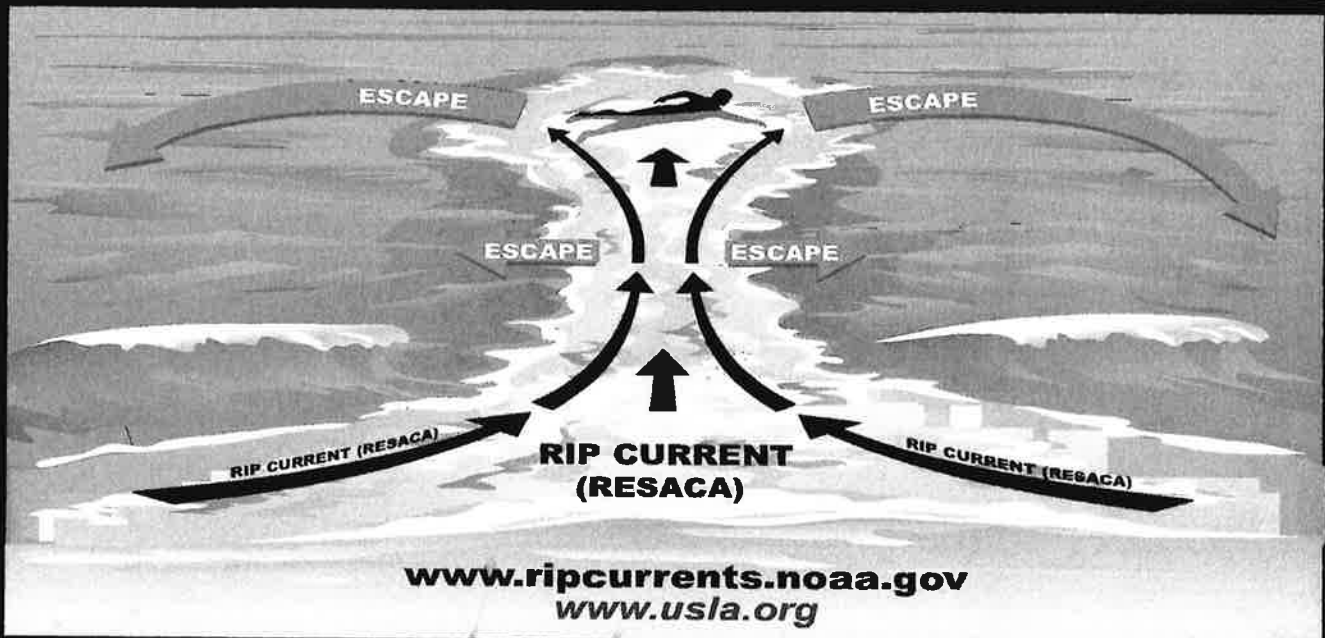
Name Mary Bolin Lewis

Date: 8/26/2014

cc: Tim Geraghty, BHN

# RIP CURRENTS

## ¡ESCÁPESE DE LA RESACA!



## IF CAUGHT IN A RIP CURRENT

## SI LO ATRAPA LA RESACA

- ◆ **Don't fight the current**  
*No luche contra la corriente*
- ◆ **Swim even with the shore, until current weakens, then swim to shore**  
*Nada al nivel de la orilla hasta que la resaca se debilite*
- ◆ **If you can't escape, float or tread water**  
*Si no logra escapar, mantengase a flote pedaleando*
- ◆ **If you need help, call or wave for assistance**  
*Si necesita auxilio, grite o agite los brazos*

More information about rip currents can be found at the following web sites:  
*Para más información acerca de la resaca consulte estos sitios de web:*

[www.ripcurrents.noaa.gov](http://www.ripcurrents.noaa.gov)  
[www.usla.org](http://www.usla.org)



**Never swim alone - Nunca nade solo**

**Beaches With Lifeguards:**  
**Playas con Guardavidas**



**321-637-5777**

**Get Weather Alerts**  
**on your Phone**



[mynews13.com](http://mynews13.com)

**NEWS**  
**13**

TV Station 13 - Bright House

ANNEX 1

**Get  
weather alerts  
on your phone**



[mynews13.com](http://mynews13.com)



EXCLUSIVELY ON **bright house**