

Anderson County Board of Commissioners
OPERATIONS COMMITTEE
AGENDA

April 12, 2021
6:00 p.m. Electronic
Room 312

- **Call to Order**
- **Prayer / Pledge of Allegiance**
- **Approval of Agenda**
- **Appearance of Citizens**
- **Mark Stephens**
 1. Selection of the recent Redistricting Committee
- **Request from Sheriff's Cadets to install drink and snack machine** – Commander Carr and Sheriff Barker will be available for questions.
- **Mayor's Report**
 1. Requesting Motion to add the Administrator of Elections as an Ex-Officio Member of the Redistricting Committee.
 2. Requesting Motion to Designate Mr. Bill Brown as the GIS Coordinator for the Redistricting Committee for the 2020 Census.
 3. Requesting Motion to approve Resolution No. 21-04-860 – To amend and consolidate fees charged for the holding and adoption of animals, reclaim of animals, and animals owner-surrendered to the AC Animal Shelter into one fee schedule.
 4. Requesting Motion to approve Resolution No. 21-04-861 – To allow the AC Animal Care & Control Department to accept credit cards as a payment option.
 5. Requesting Motion to approve Resolution No. 21-04-862 – authorizing the County Mayor and the Solid Waste Department to implement a Community Adopt-A-Road Program to help combat litter in Anderson County.
 6. Requesting Motion to approve Volunteer Waiver for Adopt-A-Road Program.
 7. Discussion – Anderson County Logo and Seal.
 8. Information only – Tarp event at Glen Alpine Convenience Center scheduled for May 15, 2021 from 9:00 am – 1:00 pm. Closing scheduled for Wolfe Valley Property April 9, 2021 at 11:30 am. Senior Center renovations are complete. Single secure entry low bidder was awarded, contract is being finalized. Marlow convenience center renovations are nearing completion.
- **Commissioner Wandell** - requests
 1. Ben's mobile home park – from last Operations meeting
 2. East Wolfe Valley Convenience Center
 3. Veteran's bride US Flag placements.

New Business

Old Business

Adjournment



Anderson County Schools
Every Student. Every Day

Annette Prewitt <aprewitt@acs.ac>

GoToMeeting Invitation - Operations Meeting

1 message

IT Director Brian Young <it@andersoncountyttn.gov>

Thu, Apr 1, 2021 at 3:30 PM

To: Tammy Catron <tcatron@andersoncountyttn.gov>, Annette Prewitt <aprewitt@andersoncountyttn.gov>, "aprewitt@acs.ac" <aprewitt@acs.ac>

Operations Meeting

Mon, Apr 12, 2021 6:00 PM - 7:00 PM (EDT)

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3K

Annette Prewitt

From: Mark Stephens
Sent: Tuesday, April 6, 2021 8:39 AM
To: Annette Prewitt
Subject: Operations Committee

Annette,

I am requesting to be part of the Operations Committee agenda for the meeting on April 12, 2021, with regard to the selection of the recent Redistricting Committee. If you have any questions, just let me know.

Thanks and have a great day,

Mark



ANDERSON COUNTY GOVERNMENT

TERRY FRANK
COUNTY MAYOR

April 7, 2021

Commissioner Tim Isbel
Chairman, Operations Committee

Dear Chairman Isbel and Honorable Members of Operations Committee,

I wish to request the following items for placement on the agenda:

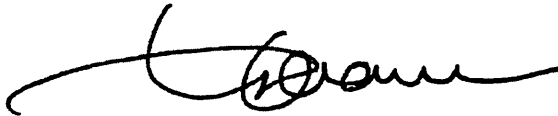
1. **Requesting Motion to add the Administrator of Elections as an Ex-Officio Member of the Redistricting Committee.** At the February 16, 2021 Commission meeting, a motion was unanimously approved to designate the Operations Committee as the Redistricting Committee for the 2020 Census. Kaley Walker of CTAS contacted both Mr. Stephens and me to note that the Election Administrator is required to be added as an Ex-Officio Member and should be present at all meetings. (Minutes attached)
2. **Requesting Motion to Designate Mr. Bill Brown as the GIS Coordinator for the Redistricting Committee for the 2020 Census.**
3. **Requesting Motion to Approve Resolution No. 21-04-860:** Resolution to amend and consolidate fees charged for the holding and adoption of animals, reclaim of animals, and animals owner-surrendered to the Anderson County Animal Shelter into one fee schedule. (Reviewed, corrected and approved by the Law Director)
4. **Requesting Motion to Approve Resolution No. 21-04-861:** Resolution to allow the Anderson County Animal Care & Control Department to Accept Credit Cards as a Payment Option. (Reviewed and approved by the Law Director; supporting statute attached)
5. **Requesting Motion to Approve Resolution No. 21-04-862:** Resolution Authorizing the County Mayor and the Solid Waste Department to Implement a Community Adopt-A-Road Program to Help Combat Litter in Anderson County. Attached: Guidance Document for Volunteers. (Law Director is reviewing the Resolution and Guidance Document) We are also working on an Adopt-A-Stream program, but will present that next month.
6. **Requesting Motion to Approve Volunteer Waiver for Adopt-A-Road Program.** Attached: Waiver Document. We have worked with the Law Director to amend language and incorporate additional language. The attached document has

incorporated his suggested changes, but is pending final review as of agenda deadline.

7. **Discussion: Anderson County Logo and Anderson County Seal.** Attached is what Archives could locate on the Anderson County seal. Also attached is a document from Knox County that details their Design and Brand guidelines. You will note they outline use for the logo and the county seal. Also attached is a NACO article on branding. (I will place color copies of the Knox County packet in Commission mailboxes)

8. **Information only:** Tarp event at Glen Alpine Convenience Center scheduled for May 15, 2021 from 9:00 a.m.-1:00 p.m. Flyer is attached. Closing is scheduled for Wolfe Valley property April 9, 2021 at 11:30 a.m. Senior Center renovations are complete. Single secure entry low bidder was awarded, contract is being finalized. Once start date is set, project is scheduled for completion within 90 days. Marlow Convenience Center renovations are nearing completion.

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry Frank', with a stylized flourish extending from the end.

Terry Frank

Grave and reunite her with her husband here in Anderson County. Seconded by Commissioner Meredith. Voting aye: Fritts, Wandell, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey, Scott, Yager and Smallridge. Motion passed.

Operations

14. Commissioner Yager made a motion to approve resolution 21-02-848 seeking assistance from the State of Tennessee for the purpose of renovations to adequately operate the Anderson County Office on Aging and Senior Center.(Exhibit B) Seconded by Commissioner Jameson. Voting aye: Fritts, Wandell, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey, Scott, Yager and Smallridge. Voting no: none. Absent: none. Motion passed.

15. Commissioner Jameson made a motion to approve resolution 21-02-850 asking our State and Federal Officials to provide Anderson County's Rural Volunteer Fire Departments and Rescue Squad with financial assistance to relieve the strain caused by the COVID-19 Pandemic.(Exhibit C) Seconded by Commissioner Scott. Voting aye: Fritts, Wandell, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey, Scott, Yager and Smallridge. Voting no: none. Absent: none. Motion passed.

16. Commissioner Scott made a motion that the Operations Committee be the Redistricting Committee for 2020 Census. Seconded by Commissioner Mead. Voting aye: Fritts, Wandell, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey, Scott, Yager and Smallridge. Voting no: none. Absent: none. Motion passed.

Legislative

No action at this time.

New Business

17. Commissioner Creasey made a motion that the discussion of the possibility of part of the uranium removal process that's in Oak Ridge currently being moved possibly to Irwin Tennessee. Seconded by Commissioner Denenberg. Voting aye: Fritts, Wandell, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey, Scott, Yager and Smallridge. Voting no: none. Absent: none. Motion passed.

18. Commissioner Mead made a motion to distribute his Waste Management Funds to \$300.00 for TORCH, \$350.00 for Anderson County Sheriff's Cadets Program and the remaining to ORHS Choral Program. Commissioner Mead also asked that the other commissioners would consider giving to these organizations. Seconded by Commissioner Smallridge. Voting aye: Fritts, Jameson, Meredith, Waddell, Anderson, Vowell, Isbel, McKamey, White, Denenberg, Mead, Creasey and Smallridge. Voting no: Yager. Abstaining: Wandell and Scott. Absent: none. Motion passed.

Redistricting

The Geographic Services department in the Division of Property Assessments serves and assists all 95 Tennessee counties with delineating County Commissioner Districts - a process known as local Redistricting* - and with delineating Voter Precincts.** This department is also the Tennessee State liaison to the U. S. Census Bureau's Redistricting Data Program.


At the core of these services is the use of Geographic Information Systems (GIS) technology. GIS allows this department to house all Voter Precincts, Commission Districts, and Census data in a relational database. These data can then be used for a range of activities, from mapping to analysis, thus enabling this department to more efficiently and accurately assist the County Officials and Administrator of Elections.

* Tennessee Code Annotated 5-1-111(a) through (g)

** Tennessee Code Annotated 2-3-101 through 106




 [View County Redistricting Maps](#)

 [2011 Guide To Local Redistricting](#)

 [Eratta Sheet to 2011 Guide To Local Redistricting](#)

 [Sample Reapportionment Resolution](#)

 [Sample Resolution to Establish Redistricting Committee](#)

 [Sample Remove Prison Population Resolution](#)

**Anderson County, Tennessee
Board of Commissioners**

RESOLUTION NO. 21-04-860

**A RESOLUTION TO AMEND AND CONSOLIDATE THE FEES CHARGED FOR THE
HOLDING AND ADOPTION OF ANIMALS, RECLAIM OF ANIMALS, AND
ANIMALS OWNER-SURRENDERED TO THE ANDERSON COUNTY ANIMAL
SHELTER INTO ONE FEE SCHEDULE**

WHEREAS, Tennessee Code Annotated § 5-1-120 provides the power to regulate stray animals and states that "Counties, by resolution of their respective legislative bodies, may license and regulate dogs and cats, establish and operate shelters and other animal control facilities, and regulate, capture, impound and dispose of stray dogs, stray cats and other stray animals;" and

WHEREAS, Anderson County Government adopted Resolution No. 05-03-111 on the 19th day of May, 2003, establishing the Anderson County Animal Control Authority for the purposes of responding to calls for service from citizens regarding animals, of providing humane care for abandoned and neglected animals, and to protect citizens from vicious and unconfined animals existing within the boundaries of Anderson County; and

WHEREAS, Anderson County has established a facility for the purposes under T.C.A. § 5-1-120; and

WHEREAS, Anderson County Government adopted Resolution No. 15-10-556 on the 19th day of October, 2015, establishing and authorizing an apprehension and per-day boarding fee; and

WHEREAS, Anderson County adopted Resolution No. 16-06-583 on the 20th day of June, 2016, that established adoption fees; and

WHEREAS, the County also adopted Resolution No. 16-09-599 on the 19th day of September, 2016, that authorized the establishment of fees for owner-surrendered animals at the Anderson County Animal Shelter; and

WHEREAS, the county desires to amend and consolidate all the fees into one resolution.

NOW THEREFORE, BE IT RESOLVED, by the Anderson County Board of Commissioners meeting in regular session on this 19th day of April, 2021, in Clinton, Tennessee, that the Anderson County Animal Control Authority is hereby authorized to establish the following fees:

SECTION 1: Citizens who wish to adopt animals that have become the property of Anderson County and are eligible for adoption will be charged: \$85 per adult dog; \$50 per adult cat; and \$75 per kitten.

SECTION 2: Under T.C.A. § 44-17-502, spay or neuter of an animal adopted from the Anderson County Animal Shelter is required.

SECTION 3: An Adoption and Spay/Neuter Contract will be required.

SECTION 4: All animals owner-surrendered to Anderson County will be subject to a \$20.00 per animal surrender fee.

SECTION 5: A litter of animals surrendered to Anderson County will be subject to a \$20 per litter surrender fee.

SECTION 6: All animals brought into the Anderson County Animal Shelter will be held according to their incoming status. Hold times start the day the animal arrives at the facility and only include working days and non-holidays.

SECTION 7: Incoming Status is as follows: Stray/no ID = 3 days; Stray/with ID = 5 days; Bite Animal = 10 days from date of bite; Owner Surrender = 0 days (can be transferred immediately).

SECTION 8: All animals reclaimed will be charged a \$20.00 apprehension fee plus a \$10.00 per day board fee.

SECTION 9: Once an animal is reclaimed, any animal without proof of current Rabies vaccination will be given 1 week to become current. Anderson County Animal Care & Control will verify vaccination; failure to vaccinate will incur a Citation for no Rabies vaccination.

SECTION 10: When legal hold times have been met, the animals will become the property of Anderson County and are eligible for adoption, or can be transferred from the Anderson County Animal Shelter to surrounding shelters or verified 501c3 rescue organizations. Ownership will also transfer to the Shelter or verified 501c3 rescue organizations at that time.

DULY PASSED AND APPROVED this 19th day of April, 2021.

APPROVED:

Josh Anderson, Commission Chairman

Terry Frank, Anderson County Mayor

ATTEST:

Jeff Cole, Anderson County Clerk

**Anderson County, Tennessee
Board of Commissioners**

RESOLUTION NO. 21-04-861

**TO ALLOW THE ANDERSON COUNTY ANIMAL CARE & CONTROL
DEPARTMENT TO ACCEPT CREDIT CARDS AS A PAYMENT OPTION**

WHEREAS, Tennessee Code Annotated § 9-1-108 allows for a county entity to receive payment by credit card or debit card for any public taxes, licenses, fines, fees or other moneys collected by such county entity or officer; and

WHEREAS, the Anderson County Animal Care & Control Department desires to accept credit cards or debit cards as an option of payment for the reclaim, adoption or surrender of animals, or for donations; and

WHEREAS, T.C.A § 9-1-108 (c) (3) allows for the governing body to waive processing fees;

NOW THEREFORE BE IT RESOLVED, by the Anderson County Board of Commissioners meeting in regular session on this 19th day of April, 2021, in Clinton, Tennessee, that Anderson County hereby authorizes the following:

SECTION 1. The Anderson County Animal Care & Control Department may accept credit or debit cards pursuant to § 9-1-108 for the payment for reclaim, adoption, or surrender of animals, or for donations.

SECTION 2. Processing fees are waived.

SECTION 3. The Finance Department is authorized to establish a separate bank account for the Animal Care & Control credit card collections to clear and be reconciled.

DULY PASSED AND APPROVED this 19th day of April, 2021.

APPROVED:

Josh Anderson, Commission Chairman

Terry Frank, Anderson County Mayor

ATTEST:

Jeff Cole, Anderson County Clerk

9-1-108. Collection of funds on behalf of the state or local government — Acceptance of checks or money orders — Acceptance of credit or debit cards.

(a) It is lawful for any municipal, county or state officer to receive, in payment of any public taxes, licenses, fines, fees or other moneys collected, checks or money orders made payable to the appropriate municipal official, county officer or to the "State of Tennessee." If a check or money order so received is not duly paid, the person by whom such check or money order has been tendered shall remain liable for the payment of the tax, license, fee or other obligation, and for all legal penalties and/or interest, to the same extent as if such check or money order had not been tendered.

(b) It is lawful for any public official who collects funds on behalf of the state or any local government to receive checks in such public official's official capacity made payable either to the individual public office or to the individual person's name who holds such public office; provided, that it is unlawful for any such public official to instruct the public to make such checks payable to the individual person's name who holds such public office on any notice sent to the public to collect such funds. This subsection (b) applies only to any county with a metropolitan form of government and is controlling if in conflict with any county or local ordinance to the contrary.

(c) (1) It is lawful for any municipal or county entity or officer to receive payment by credit card or debit card for any public taxes, licenses, fines, fees or other moneys collected by such municipal or county entity or officer.

(2) As used in this subsection (c), unless the context otherwise requires:

(A) "Credit card" has the same meaning as defined in § 47-22-101;

(B) "Debit card" has the same meaning as defined in § 39-14-102; and

(C) "Municipal or county entity" includes, but is not limited to, a municipality, county, metropolitan government, utility district, board, commission or authority created or authorized by general or local law.

(3) Any municipal or county entity or officer collecting payment by credit card or debit card pursuant to this subsection (c) shall set and collect a processing fee in an amount that is equal to the amount paid the third party processor for processing the payment. Such processing fee may be waived by approval of the governing body.

(4) If a payment by credit card is not honored by the credit card company issuing the card, or if a payment by a debit card is not honored by the entity on which the funds are drawn, the municipal or county governmental entity or officer may collect a service charge from the

person who owes the municipal or county tax, fee, fine, penalty, interest or other charge, for processing the transaction. The amount of the service charge shall be the same amount as the fee charged for the collection of a check drawn on an account with insufficient funds; provided, that this service charge shall not apply nor be collected if an electronic device is used to conduct the transaction, the card and card holder are present, and the officer learns of the declination of the credit card or debit card at the time the transaction is processed.

(5) The municipal or county entity or officer collecting funds through payment by a credit card or debit card shall state on any notice to the person owing the tax, fine, fee or other money either the percentage of the processing fee for use of a credit card or debit card or the actual fee imposed for the use of a credit card or debit card.

Acts 1969, ch. 303, § 1; T.C.A., § 9-108; Acts 1989, ch. 480, § 1; 1992, ch. 962, § 1; 2000, ch. 706, § 1; 2001, ch. 348, §§ 1-3; 2016, ch. 621, § 1.

Amendments. The 2016 amendment deleted the second sentence of (c)(3) which read, "However, the processing fee shall not be set in an amount that exceeds five percent (5%) of the amount of the payment collected by credit card or debit card."

Effective Dates. Acts 2016, ch. 621, § 2. March 22, 2016.

Cross-References. Collection of taxes, title 67, ch. 1, part 7; title 67, ch. 5, part 18.

Use of personal name as payee prohibited, § 9-1-117.

**Anderson County, Tennessee
Board of Commissioners**

RESOLUTION NO. 21-04-862

**A RESOLUTION AUTHORIZING THE COUNTY MAYOR AND THE SOLID WASTE
DEPARTMENT TO IMPLEMENT A COMMUNITY ADOPT-A-ROAD PROGRAM TO
HELP COMBAT LITTER IN ANDERSON COUNTY**

WHEREAS, Anderson County Solid Waste, through the Litter Grant Program sponsored by the Tennessee Department of Transportation, spends up to \$15,000 per fiscal year picking up litter on County and State routes throughout Anderson County; and

WHEREAS, Anderson County sees a need within communities to implement to county-wide Adopt-A-Road Program that would encourage residents – individuals, families, organizations, and businesses – to participate in an active litter-reduction campaign designed to remove litter debris from county roads, improve the quality of the environment, and foster pride in our communities and neighborhoods; and

WHEREAS, a county-wide Adopt-A-Road Program would establish partnerships between volunteer groups and the Anderson County Solid Waste Department and the county Litter Grant Program. The County would provide guidance and equipment to foster safe and effective litter cleanups along designated and approved County roadways; and

WHEREAS, the Anderson County Adopt-A-Road Program is free, and the Anderson County Solid Waste Department, in cooperation with the Anderson County Litter Grant Program, will provide access to trash bags, gloves, signs, safety vests, and trash “grabbers” to authorized volunteer groups; and

WHEREAS, once authorized groups or individuals have completed two clean-up events, Anderson County will provide the groups or individuals with up to two free, permanent, road signs to let others in the community know who is caring for the road; and

WHEREAS, Anderson County desires to implement an Adopt-A-Road Program within its borders to help reduce litter along County roads and foster a sense of community ownership and pride throughout the unincorporated areas of the County.

NOW THEREFORE, BE IT RESOLVED, by the Anderson County Board of Commissioners meeting in regular session on this 19th day of April, 2021, in Clinton, Tennessee, that the Anderson County Mayor and the Anderson County Solid Waste Department are hereby authorized to implement a community Adopt-a-Road Program within the unincorporated boundaries of Anderson County, and to initiate the following guidelines and rules:

SECTION 1. Volunteers interested in participating in the Anderson County Adopt-A-Road Program will be required to submit an application, complete training, and be willing to commit to an adoption period of three years. Adopted roads must be authorized by the County.

SECTION 2. Per Tennessee Department of Transportation guidelines, all Adopt-A-Road volunteers must sign the Liability Release form provided by Anderson County. If a volunteer or group spokesperson refuses to sign the liability release form, the road adoption will be denied without further consideration and the volunteer or group will be informed of the denial via written communication from the Anderson County Mayor's Office.

SECTION 3. All volunteers approved by the County must host two clean-ups per year on their adopted roads. The County will supply trash bags, gloves, litter "grabbers," and safety vests.

SECTION 4. Volunteers must complete a report immediately after each clean-up event. The report, to be submitted to the Anderson County Mayor's Office, must include name and length of the adopted road; date of the clean-up event; the number of bags of trash collected; the number of people involved; and the number of hours spent picking up litter from the adopted road.

SECTION 5. Organizations or individuals seeking to conduct a litter pick-up event on an adopted road must first schedule the event in advance with Anderson County Solid Waste and the Anderson County Mayor's Office in order to have trash collected by the County in a timely manner for disposal. Likewise, if pickup by the County is not possible, organizations or individuals shall commit to legally disposing of collected trash at county convenience centers.

SECTION 6. Volunteers must meet the requirements in Sections 1, 2, 3 and 4 to remain an Adopt-a-Road participant. After the initial three-year contract, volunteers will have the option to renew their Adopt-A-Road commitment.

SECTION 7. No work or litter clean-up activities should be started until an Anderson County Government representative has contacted an individual or group to confirm the status of an Adopt-A-Road process.

DULY PASSED AND APPROVED this 19th day of April, 2021.

APPROVED:

Josh Anderson, Commission Chairman

Terry Frank, Anderson County Mayor

ATTEST:

Jeff Cole, Anderson County Clerk



ANDERSON COUNTY GOVERNMENT ADOPT-A-ROAD PROGRAM SAFETY GUIDANCE

The safety and well-being of Adopt-A-Road Volunteers are Anderson County's greatest priorities as you work on the roadside. Anderson County requests that Volunteers in the Adopt-A-Road Program comply with the following Safety Guidance. The following list is not all-inclusive and is not a substitute for common sense; volunteer group coordinators and volunteers agree to make safety the first priority during Adopt-A-Road cleanups.

Alcoholic beverages and drugs are strictly prohibited.

Clothing

Appropriate clothing and footwear shall be worn to protect your body from physical hazards and seasonal weather conditions. High-visibility vests and T-shirts, provided by the County, will be worn at all times when you are outside the transport vehicle within the road right-of-way. Each participant shall be provided with a pair of gloves for use to reduce the possibility of contamination.

Safety Training Video

The Tennessee Department of Transportation has a useful safety training video available for public viewing on YouTube. Find it at: <https://www.youtube.com/watch?v=qDAfyZRGDNQ>
Anderson County's Adopt-A-Road Volunteers are encouraged to view this video before participating in any litter pickup events.

Working near Vehicle Traffic

Groups shall only pick up litter from one side of the road at any given time. Groups shall not enter a paved or unpaved median or a traffic lane or ramp at any time to remove litter. Remain vigilant and be prepared for any unexpected behavior of motorists. Never assume a motorist sees you. Volunteers shall work within sight of at least one other person at all times.

Participants shall walk and work in a direction conducive to their safety. On narrow roadsides, participants shall walk and work in the direction facing oncoming traffic. Do not stand or jump on guardrails, drainage pipes, or concrete walls. Avoid all horseplay or demonstrations of any nature. Do not distract drivers.



ANDERSON COUNTY GOVERNMENT ADOPT-A-ROAD PROGRAM SAFETY GUIDANCE

Vehicle Operation

Care shall be taken to minimize the number of vehicles used to transport participants to a cleanup site. Seat belts for all occupants shall be available and use any time a vehicle is in motion, transporting your group and equipment. Vehicles shall be in proper working order and at least one of them shall contain drinking water and a first-aid kit (provided by Nobody Trashes Tennessee and the Anderson County Litter Grant program).

Safe Parking

Vehicles shall be parked in a safe place as far to the right of the fog line (or edge of pavement) as possible. Use good judgement! Emergency hazard lights shall be employed when vehicles are temporarily stopped or parked on road shoulders.

Safe Driving

- Always be courteous
- Obey all laws
- Stay alert for potential accident situations.
- Follow at least two seconds behind any vehicle directly in front of your vehicle to provide a safe distance between vehicles.
- Proceed cautiously through intersections.
- Be extremely careful when backing up a vehicle. As much as possible, park so that backing up is unnecessary. Consider every available alternative prior to putting a vehicle in reverse.
- Back up slowly. Do not back up for long distances or around corners. Get out to see if the way is clear and/or use a spotter. Honk horn twice before backing up.
- Keep vehicle windows clean and unobstructed.
- Make turn-around and legal U-turns in safe places. Be sure there is adequate sight distance in all directions before making a turn.

Accident and Incident Reporting

Report to the appropriate law enforcement agency immediately all incidents that normal require notification. Information and documentation of all accidents and/or incidents shall be reported on the first business day after the occurrence to the Adopt-A-Road Program coordinator in the Anderson County Mayor's Office. Volunteers shall work within sight of at least one other person at all times.



ANDERSON COUNTY GOVERNMENT ADOPT-A-ROAD PROGRAM SAFETY GUIDANCE

First Aid

Anderson County's Litter Grant Program and Nobody Trashes Tennessee will provide each volunteer group with one basic first-aid kit. Each driver in the volunteer group shall know where the closest hospitals are and the routes to use to reach them. Volunteers should notify their group coordinator of all known allergies and any physical infirmities prior to participation.

Avoid overexertion and heat-related problems by drinking plenty of water and taking breaks when needed.

Infection Control

Precautionary measures shall be taken to prevent exposure to infectious diseases, such as hepatitis. Basic measures include the wearing of gloves, washing hands before eating, and avoiding contamination of the eyes and open cuts, scratches, sores, and rashes.

Possible sources of contamination may include: disposable diapers, hypodermic needles, spoiled food, and dead animals. All bio-hazardous materials, including medical wastes, diapers, spoiled food, and dead animals should be left untouched and in place. The group coordinator immediately will notify the County of any found public health hazards.

Hazardous Substances

Items that are suspected of containing hazardous chemicals shall be left untouched and in place and reported to the County or the proper authorities as soon as possible. Some of these substances may be in containers with identifying labels. Key words to look for on labels are: CAUTION, WARNING, and DANGER. Other substances may be unknown and transferred to identifiable containers such as milk jugs or bleach bottles. Use Common Sense! If in doubt, back away! DO NOT handle or attempt to move these materials.

Possible hazardous materials include: fertilizer, flammable solvents, concentrated herbicides, insecticides, or by-products of amphetamine or other drug laboratories. All hazardous substances and medical wastes (needles) shall be marked for County removal. Call the Anderson County Mayor's Office if the situation is urgent. If it is an emergency, please call 911.



ANDERSON COUNTY GOVERNMENT ADOPT-A-ROAD PROGRAM SAFETY GUIDANCE

Collection of Litter

Litter bags shall be filled to capacity, taking care not to overload them. A completely filled bag can weigh between 5 and 30 pounds depending on the type and density of the materials. Cardboard that has been broken down can serve as a liner between the litter and the bag. The cardboard may help prevent bodily injury due to the possible penetration of sharp objects from the bags. All glass should be placed as much to the center of the bag as possible. Litter bags should never be slung over one's back; they should be carried slightly away to one's side.

Litter bags should be placed under and in front of guardrail posts, on top of and slightly away from a curb (as opposed to in the gutter), against a sign post, or possibly with other heavier bags or materials to keep them in place. Bags shall be grouped in piles when possible. Larger items can be grouped with trash bags in piles. Litter bags are not to be placed on the paved road shoulders or near traffic lanes, as they usually end up being moved by the wind and hit by traffic.

Litter "grabbers"

Litter picking "grabbers" will be loaned out on a limited basis by Anderson County. They should not be used to pick up materials weighing more than 1 pound, nor should they be forced into the ground when not in use. Materials weighing more than 1 pound should be picked up by hand.

It is expected that any litter "grabbers" and safety vests loaned to volunteer groups in advance of a scheduled litter pickup will be returned to the Anderson County Litter Grant Program no later than two business days after the litter pickup has been completed.

Miscellaneous Guidance

Awareness of your surroundings is paramount when working on the roadside. The use of personal music electronic devices with headphones is prohibited. Participants shall be mentally alert and physically prepared for uneven ground, slippery and unstable slopes, and for climbing and descending gradual slopes. Climbing steep slopes or grades is prohibited.

Groups shall stay well clear of maintenance and/or construction projects. Litter pickup in and around tunnel areas or on or under bridges is prohibited. Litter pickup shall be suspended during hazardous weather conditions or when poor lighting conditions exist.

Volunteers shall stay within sight of at least one other person at all times. If a stranger approaches any volunteer with inappropriate behavior, immediately contact a team member, group leader, or local law enforcement.

The Official Seal of Anderson County TN



Anderson County was formed from portions of Grainger and Knox County and was named after US Senator and fellow Tennessean Joseph Anderson. The year of Anderson County's creation, 1801, lies at the bottom of the seal while the words "Anderson County, Tennessee" surround it, giving the impression that everything lying within the seal will best represent Anderson County.

The seal is sectioned off into four pieces, representing different aspects of life in Anderson County.

- In the upper left corner we have Industry; represented with factories, Bull Run Steam Plant and Magnet Mills. The original design has changed a bit over time (as can be seen in the picture(s) provided, but the overall meaning is the same: Anderson County values its industry and helps employ thousands of citizens.
- In the upper right corner, Agriculture has a bundle of cornstalks, representing the thriving farms and their produce, which makes up a rich portion of Anderson County, and a cow, representing our livestock. These images help show the hard work, diligence and perseverance that comes with the lifestyle of feeding our country and our neighbors.
- In the lower left, we have Power and it is represented here with a bolt of lightning (the universal symbol for power) as well as Norris Dam and the Atomic Symbol. Norris Dam was the very first time electricity came to Anderson County and the Atomic Symbol is a nod to the Secret City of Oak Ridge which played a crucial part in Anderson County's history and serves as an example of our future.
- In the lower right, we see Transportation which is represented by a Train, Boat and Semi Truck. This signifies that Anderson County is a great exporter of goods, helping to bring revenue into Anderson County from outside areas.

A brief history of the official seal of Anderson County: The seal has gone through very slight changes over the years. Going back to the oldest use we currently have on record, 1971-1972, the seal was hand drawn. It received an upgrade in the early 90's, courtesy for Rex Lynch's father. All the icons and symbol were configured into a sleeker, digital look that is currently used to this day.

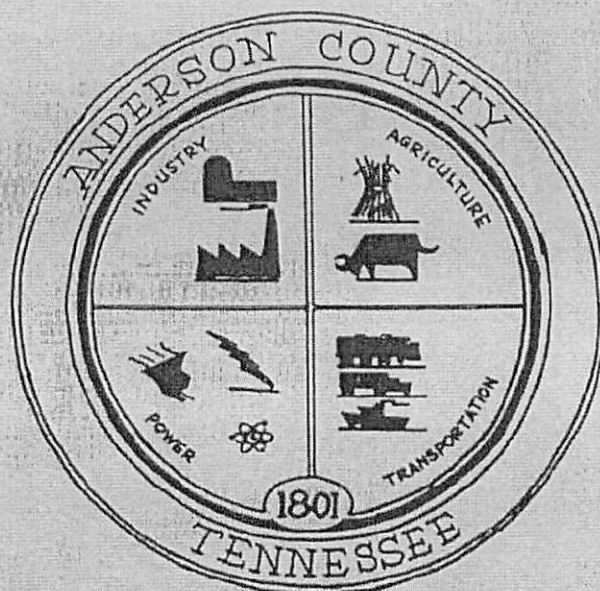
The seal is most commonly used on official County letterhead, business cards and the Anderson County website. It normally is shown using various inks; Black, White, Red, etc. and these can come down to department preference.

ANDERSON COUNTY

BUDGET

FOR

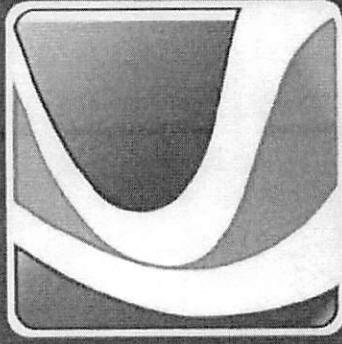
1971-72





DESIGN AND BRAND GUIDELINES

KNOX COUNTY GOVERNMENT BRAND STANDARD



KNOX COUNTY
TENNESSEE



Address:
Knox County Government
400 West Main Street
Knoxville, TN 37902

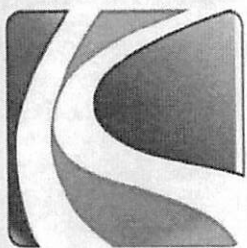


Phone:
(865) 215-2005



Online:
knoxcounty.org





Mission and Vision

Knox County's mission is to provide superior public service and support in an efficient and fiscally responsible way so that all residents can improve their quality of life while enjoying the benefits of a vibrant community. We believe that if we focus on transparency, invest in education and partner with our stakeholders, we will be able to create a pervasive culture of community vitality that guides us to becoming the workforce development center of East Tennessee.

The County will...

- Operate in a manner that is worthy of public trust;
- Embrace collaboration, innovation and diversity; and
- Make decisions with economic and workforce development in mind.

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knoxcounty.org

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KNOX COUNTY GOVERNMENT BRAND

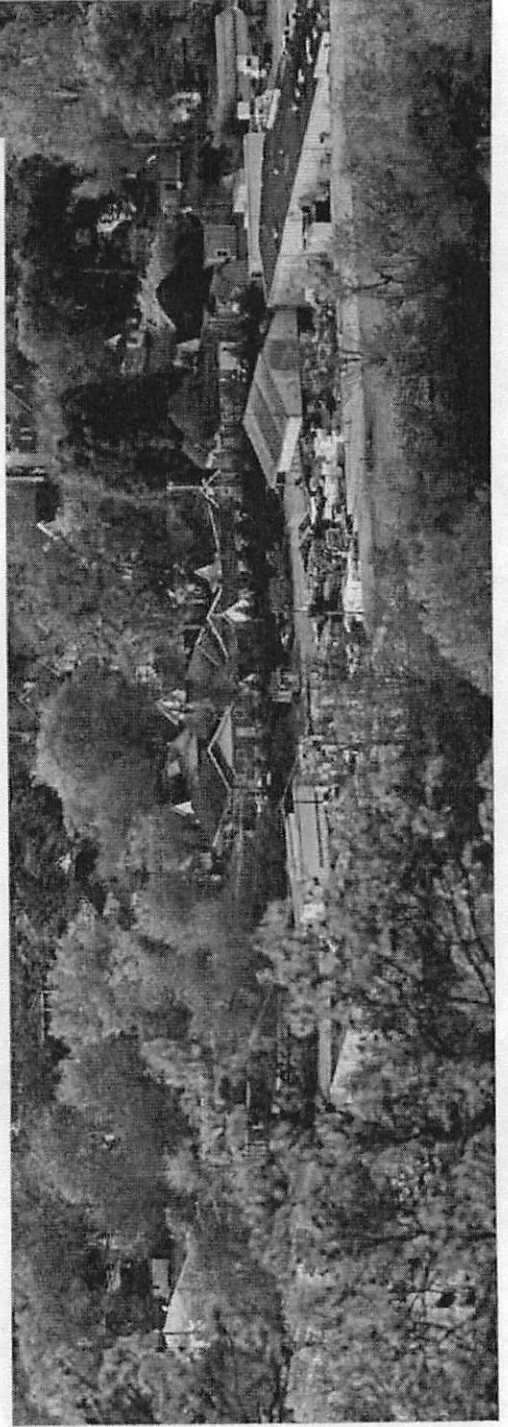
As we move forward, our mission and vision will guide the elements of our brand. Our look, our voice, our interactions will be used to tell our story in an insightful and inspiring way.

LOGO, WORDMARK AND SEAL

Knox County's logos are the trusted emblems of our brand and they are our most powerful visual brand assets. Correct use of our logos is key to maintaining a professional and coherent brand.



KNOX COUNTY
TENNESSEE



THE BRAND IDENTITY

knoxcounty.org

OUR BRAND IS OUR IDENTITY. OUR IDENTITY INCLUDES HOW WE IMAGINE OURSELVES, HOW OTHERS PERCEIVE US AND WHAT WE ARE DRIVEN TO ACHIEVE.

Knox County is rich in natural beauty and culture. It is a major waypoint for cross-country traffic as two of the nation's most important thoroughfares—I-40 and I-75—converge within its borders while the Great Smoky Mountains and the Tennessee River provide a backdrop unrivaled in the region. Knox County boasts a combination of assets such as the University of Tennessee, Oak Ridge National Laboratory and the Tennessee Valley Authority, setting us apart from virtually every other community in the world, and making this a prime location for research and manufacturing. Knox County is a great place to live and work.

In Knox County, our brand is to ensure continued economic growth and vibrancy within the local, regional, state and global marketplaces. We want to be a responsive and learning-centered community that provides educational opportunities in support of economic development. We know education fuels a thriving community and provides a progressive environment with a strong and literate workforce. By successfully promoting this community and its plentiful assets, we can enhance the quality of life for our constituents.

The following brand standards are a step toward these ideals. This brand guide should be used to set the tone for how we communicate with our publics; in it you will find the components that define the unique look of our visual communication style.

ELEMENTS OF OUR IDENTITY

Referencing Knox County Government

"Knox County" is the preferred way to refer to the county. "Knox County Government" and "The County" are also acceptable. "Knox County" should precede any reference to "The County" in written formats. It is also appropriate to use "County" when starting a sentence or describing persons who work for the county. (For example, "County officials started work on Monday.")

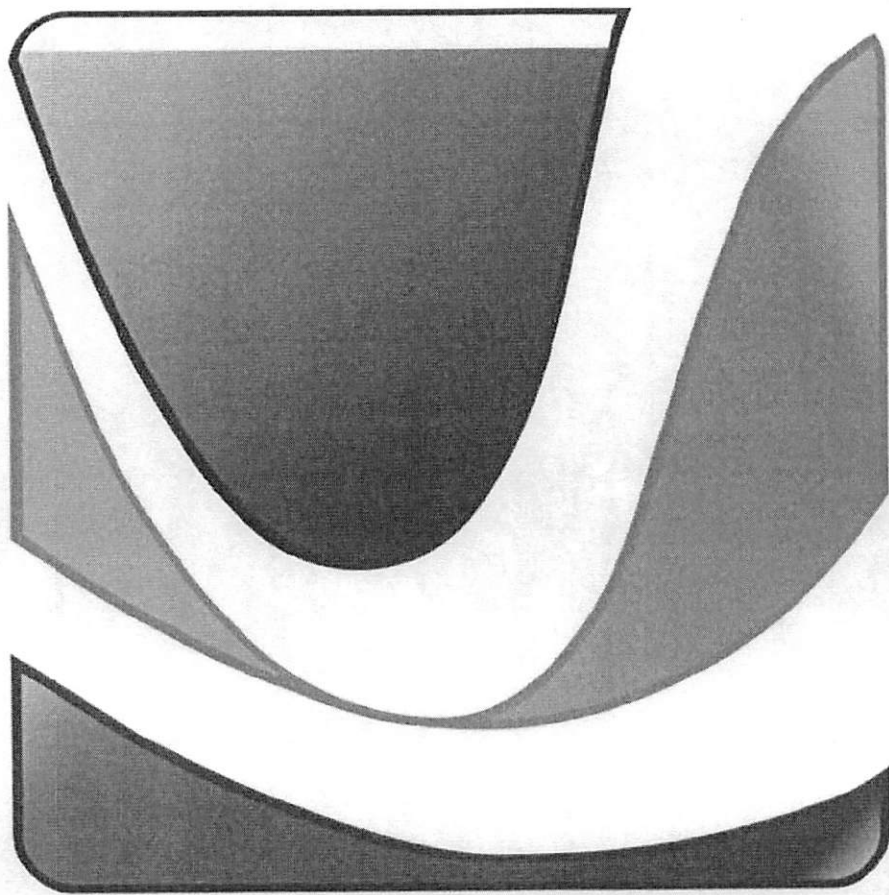
Referencing Departments within Knox County Government

With many departments represented under the purview of the Mayor's Office, it is important that naming those departments in spoken word or print is always consistent. Below is a list of official department titles; they may stand alone and do not need to be preceded by "the office of" or followed by "department" unless otherwise noted.

- Air Quality
- Benefits
- Codes
- Communications
- Community Development
- Constituent Services
- Election Commission
- Engineering & Public Works
- Ethics Committee

- Finance
- Fire Prevention Bureau
- Health Department
- Human Resources
- Information Technology
- KGIS
- Merit System
- Parks & Recreation
- Public Library

- Procurement
- Records Management
- Regional Forensic Center
- Retirement
- Senior Services
- Solid Waste
- Stormwater Management
- Veteran Services



KNOX COUNTY TENNESSEE

KNOX COUNTY "K" LOGO AND WORDMARK

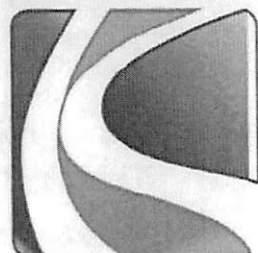
knoxcounty.org

The Knox County "K" should be our most-recognized visual symbol. It should be used in all publications and promotional materials for Knox County programs and services.

The official logo consists of a three-color dimensional branding icon with a wordmark reading "KNOX COUNTY TENNESSEE" below the image with Knox County on the first line and Tennessee on the second. The logo font is Palantino.

The elements of the branding icon are outlined below:

- The letter "K" is created by whimsical white lines designed to replicate the convergence of the two major thoroughfares—I-40 and I-75—that meet inside our community's borders. These two roads put our community within a half day's drive of most of the United States, making us an epicenter for commerce.
- The blue segments on the outside of the "K" pay homage to the Tennessee River which has historically played an integral role in river trade for the state.
- The green segments represent the beautiful, rolling green hills and expansive urban wilderness our community enjoys and also speaks to our place as a gateway to the Great Smoky Mountains.



KNOX COUNTY
TENNESSEE

KNOX COUNTY TENNESSEE

The Knox County wordmark is a clear and uniform visual representation of the county name and it is designed to augment the Knox County "K." The wordmark's supportive role working with the Knox County "K" allows us to consistently lead in with the words "Knox County" while still using the branding icon for endorsement.

The wordmark is a graphic element that works in tandem with the Knox County "K." The wordmark should never be recreated from type or used more than once per design piece. No other font may substituted for use in the logo. The following swatches include the official Pantone, Hex, RGB and CMYK codes. These should be used to match the precise colors rather than a version that is similar to one of the colors shown below. See page 13 for more information on these code types.

Blue PMS 286 C

R: 0, G: 51, B: 160

HEX# 0033A0

C: 100% M: 75% Y: 0% K: 0%

Green PMS 361 C

R: 67, G: 176, B: 42

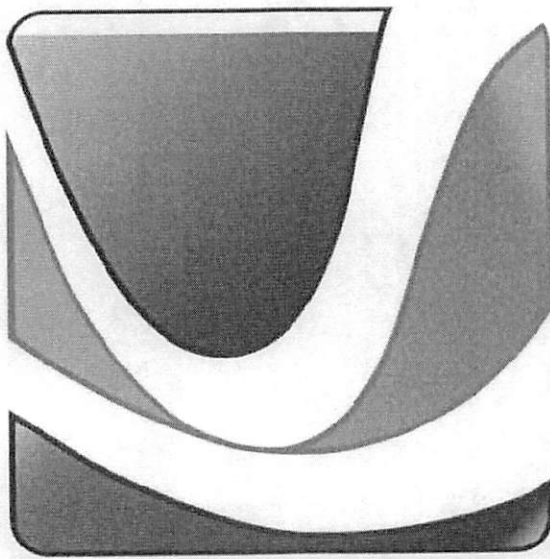
HEX# 43B02A

C: 77% M: 0% Y: 100% K: 0%

OFFICIAL "K" LOGO

knoxcounty.org

The logo can be used as centered, left aligned or right aligned formats; though centered is preferred when possible.



KNOX COUNTY
TENNESSEE

Centered (preferred)



KNOX COUNTY
TENNESSEE

Left Aligned



KNOX COUNTY
TENNESSEE

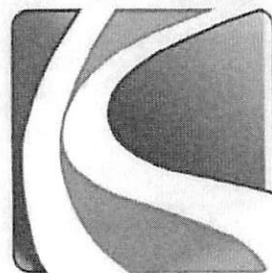
Right Aligned

OFFICIAL LOGO USAGE

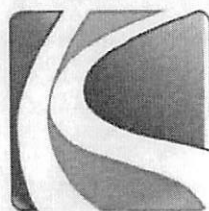
knoxcounty.org

The logo may be used with the branding icon only or with the wordmark and branding icon combined. There may be times when the full-color, dimensional logo cannot be used due to budget constraints or product limitations. In these instances, the full-color flat logo is preferred. However, if necessary, the logo may be reproduced in a one-color format using black, blue, green or gray. It is also acceptable to use the logo in a positive iteration (black or blue with no background) or reverse iteration (white with black or blue background). In each of these one-color formats it is preferred the logo be flat printed rather than dimensional.

Logo files may only be created by Knox County Information Technology (IT). If you have questions about using logos, contact Knox County Communications and they will advise you on working with IT.



Full-color dimensional
icon only



KNOX COUNTY
TENNESSEE

Full-color dimensional
icon with wordmark



KNOX COUNTY
TENNESSEE

Full-color flat
icon with wordmark



Reversed Black
1color flat icon with
wordmark



Reversed Blue
1color flat icon with
wordmark



KNOX COUNTY
TENNESSEE

Black 1color flat
icon with wordmark



PMS426 C



PMS 286 C



PMS 361 C



PMS PMS Cool
Gray 9 C

Using Logos

The county logo should be used for correspondence, clothing, promotional merchandise and marketing materials, forms, electronic communications, signs of a temporary nature, vehicles, internal correspondence, brochures/flyers, presentations, etc.

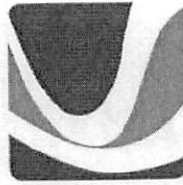
Use on Merchandise

When designing merchandise, such as apparel and promotional items, you should use a logo in the standard colors whenever possible.

DEPARTMENTAL LOGOS

knoxcounty.org

Some departments are required to identify affiliation with the larger Knox County Government brand. In most formal instances, departmental logos will consist of the "K" icon block and the "Knox County Tennessee" wordmark with the department name listed below. These departmental logos can be used as centered, left aligned or right aligned formats; though centered is preferred when possible.



KNOX COUNTY
TENNESSEE

FINANCE

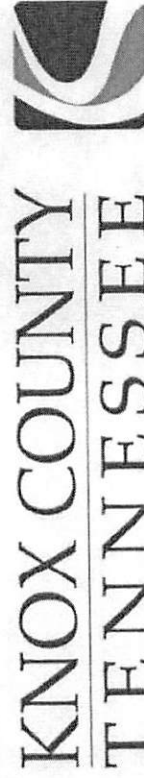
Centered (preferred)



KNOX COUNTY
TENNESSEE

PARKS & RECREATION

Left Aligned



KNOX COUNTY
TENNESSEE

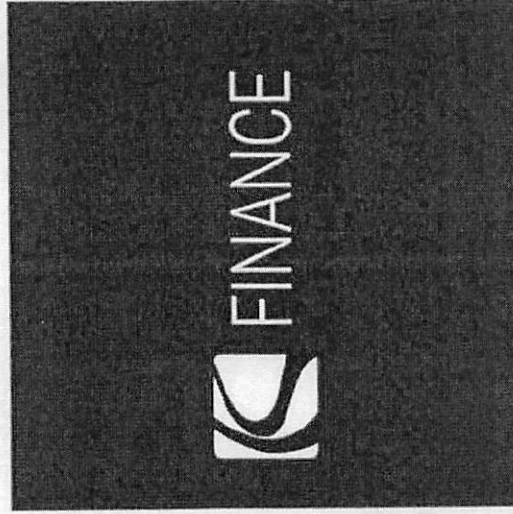
INFORMATION TECHNOLOGY

Right Aligned

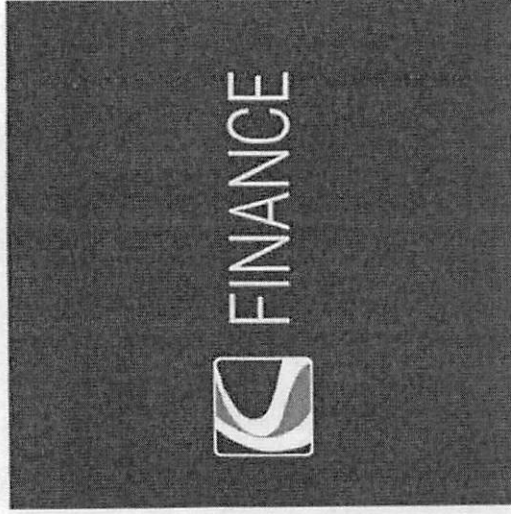
In some instances, the "K" icon block could be combined with the department name without the "Knox County Tennessee" wordmark. Depending on the length of the department name, it may appear on one line or two next to the icon block. Department logos may only appear in the color variations shown below.



Standard



Reversed on Dark

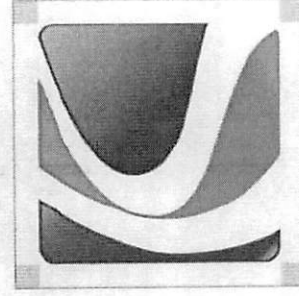
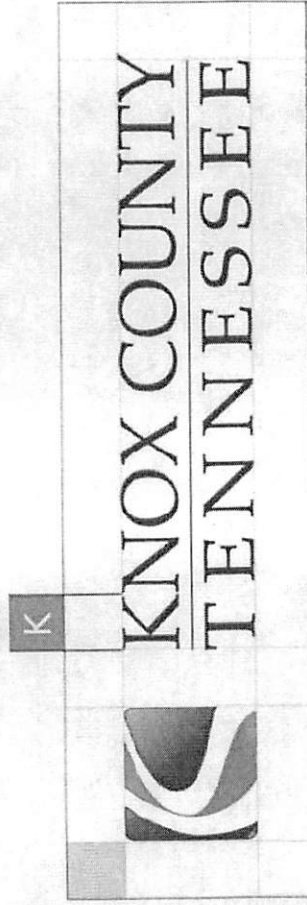
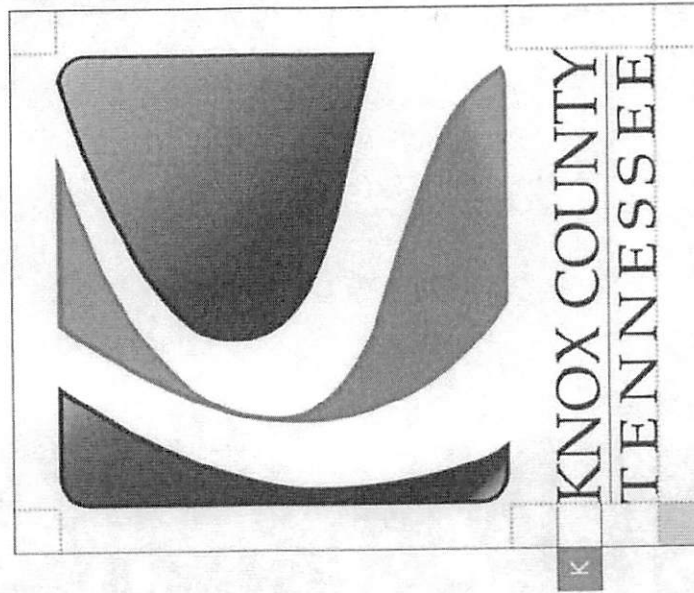


Reversed on Blue

LOGO CLEARSPACE

knoxcounty.org

When the Knox County logo is used, it should have enough clear space around it to separate it from illustrations or other words or images that might detract from its importance. For the standalone logo, or the branding icon, the logo must be one "K" height (from the word Knox) away from illustrations, photographs, page edges or other type.





OFFICIAL SEAL

knoxcounty.org

The official seal of Knox County is inspired by the Great Seal of the State of Tennessee adopted in 1801, highlighting the fact that Knoxville (and Knox County) was the first capital of Tennessee. The elements of the seal are explored below:

- The Roman numerals XVI are indicative of Tennessee being the sixteenth state to enter the union.
- The images of a plow, a bundle of wheat, a cotton plant and the words "agriculture" highlight the cash crops that were, and still are, important in the state and illustrate the importance of agriculture to our economy.
- The image of a flat-bottom riverboat and the word "commerce" illustrate how important river trade was to the state. The origin of the Tennessee River is in Knox County where the Holston and French Broad rivers meet.
- The date, 1792, signifies the year that Knox County was established from parts of Greene and Hawkins counties by then-Governor William Blount.
- Surrounding the aforementioned images are the words "Official Seal" and "Knox County, Tenn." to localize the seal to our community.



The seal is not for general use. It should be used only for formal and official communications or business, such as legislation, commissions, proclamations, certificates and legal documents. It should be used to mark all items of a permanent and lasting nature.

Art files are not available for download.

The two-color seal is the ideal form of use. However, in instances where a one-color graphic is needed, the seal can be printed in the blue or gold hues shown below.

Dark Blue PMS 288 C

R: 0, G: 45, B: 114

HEX# 002D72

C: 100% M: 80% Y: 6% K: 32%



Gold PMS 871 C

R: 132, G: 117, B: 78

HEX# 84754E

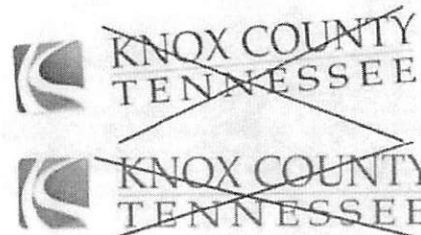
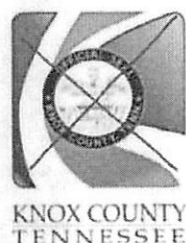
C: 20% M: 25% Y: 60% K: 25%



AVOIDING ERRORS WITH DISPLAY

knoxcounty.org

Do not alter logo or seal files by stretching, condensing, skewing or distorting them in any way. Do not add anything to the logo or seal. Be sure to use a logo or seal with good resolution. If the image appears blurry or grainy, the resolution is too small. Below are some examples of logo and seal displays that are not proper or appropriate within the confines of brand guidelines.



Minimum Size

Neither the logo nor the seal should be used so small that the readability or reproduction quality is reduced.

Vertical Logo with Text

A vertical logo should be no smaller than $\frac{3}{4}$ " height whether solid, positive or reverse.

If a logo smaller than $\frac{3}{4}$ " is required, it should be approved by IT and Communications to ensure proper brand representation.

Horizontal Logo with Text

A horizontal logo should be no smaller than $1 \frac{3}{8}$ " wide whether solid, positive or reverse.

If a logo smaller than $1 \frac{3}{8}$ " is required, it should be approved by IT and Communications to ensure proper brand representation.

Seal

A solid positive reverse seal or one-color should be no smaller than $\frac{3}{4}$ " tall and $\frac{3}{4}$ " wide.

If a seal smaller than $\frac{3}{4}$ " tall and $\frac{3}{4}$ " wide is required, it should be approved by IT and Communications to ensure proper brand representation.

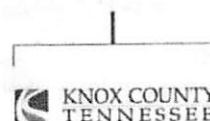


Minimum Size with text logo
 $\frac{3}{4}$ " (.75") / 19.05 mm height



Minimum Size with text logo
 $\frac{3}{4}$ " (.75") / 19.05 mm height

Minimum Size $1 \frac{3}{8}$ " (1.375") / 34.925 mm width



Minimum Size with text logo
 $\frac{3}{4}$ " (.75") / 19.05 mm height



THE COLOR PALETTE

Color is a critical element in creating a memorable and lasting brand experience. The official colors of Knox County Government are blue, green, black and gray.

Blue should be prominent in all communications from Knox County with green, black and gray used to underscore.

The following swatches include HEX, RGB and CMYK codes. These are used to find the precise color rather than a version that is like one of the colors listed previously or on the pages that follow.

- Pantone (PMS) is a system that standardizes the language for color communication. It helps avoid mistakes like color variations between design and the finished product.
- RGB is primarily for electronic communication, PowerPoint presentations, websites and online publications, such as email messages.
- HEX numbers are commonly used for web-based applications.
- CMYK is used for projects created in Adobe Creative Suite or when working with printers and graphic artists.

PRIMARY COLOR PALETTE

knoxcounty.org

Though our primary colors are blue and green, the colors black and gray can be used to underscore their boldness.

Blue PMS 286 C

R: 0, G: 51, B: 160

HEX# 0033A0

C: 100% M: 75% Y: 0% K: 0%

Green PMS 361 C

R: 67, G: 176, B: 42

HEX# 43B02A

C: 77% M: 0% Y: 100% K: 0%

Black PMS 426 C

R: 37, G: 40, B: 42

HEX# 25282A

C: 94% M: 77% Y: 53% K: 94%

PMS Cool Gray 9 C

R: 117, G: 120, B: 123

HEX# 75787B

C: 30% M: 22% Y: 17% K: 57%

Secondary Color Palette

The secondary color palette can be included in designs when a little extra color is needed. Remember to lead with the primary blue and green and use these colors as accents. Do note, the blue of the logo and the blue of the seal are different and should only be used one at a time.

Dark Blue PMS 288 C

R: 0, G: 45, B: 114

HEX# 002D72

C: 100% M: 80% Y: 6% K: 32%

Gold PMS 871 C

R: 132, G: 117, B: 78

HEX# 84754E

C: 0% M: 17% Y: 55% K: 50%

White

R: 0, G: 0, B: 0

HEX# ffff

C: 0% M: 0% Y: 0% K: 0%

Red PMS 485 C

R: 218, G: 41, B: 28

HEX# DA291C

C: % M: 95% Y: 100% K: 0%



OUR LOOK

District publications are segmented into three categories: stationary, email and promotional documents. All publications should adhere to brand standards and the procedures outlined in this guide.

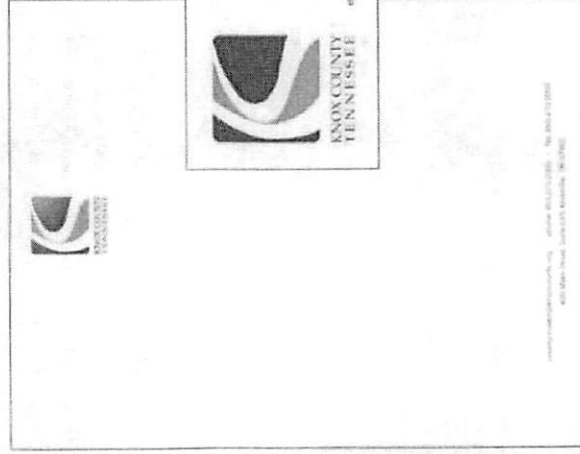
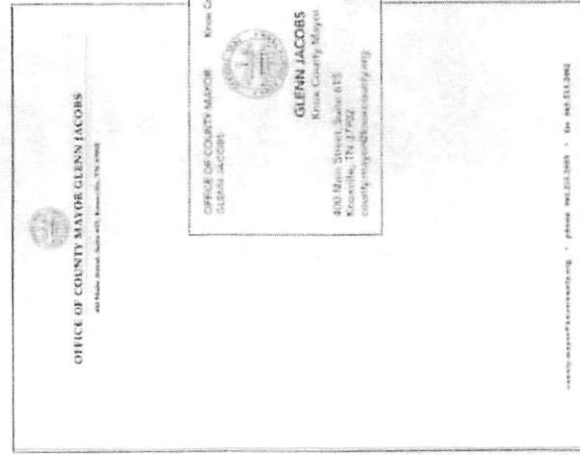
STATIONARY

knoxcounty.org

Printed materials and supplies that are used daily. This includes letterhead, envelopes, notecards/postcards, business cards and forms.

Letterhead

Official letterhead has been created for each department. Letterhead that includes the seal should be used in formal and external communication which includes memos, letters and forms. Letterheads with the logo may be used on less formal and internal communications. Electronic copies of the letterhead can be requested through Information Technology. If you are unsure which style your department needs, contact Communications to discuss.



Business Cards

Business card content is limited to what appears on the images above. Office, cell and fax numbers can be listed. Absolutely no personal cell or home phone numbers are permitted on official business cards. No titles other than district titles are permitted on business cards. Email must be limited to knoxcounty.org email addresses only. The 400 Main Street address and county website will appear on all business cards except when other county office locations (like Baxter and Dameron Avenues) are appropriate. No other logos/seals besides the official ones are permitted on business cards.

Approved business card vendors are listed in MUNIS.

knoxcounty.org

Typography is the element that gives our words a distinctive look and feel before someone even reads the text.

Using uniform fonts and styles ensures consistency and readability while setting the proper tone. For this reason, Knox County recommends the following fonts to be used for all official communications. All fonts are open source fonts and should be standard on most computers. The fonts below are clean, modern and easy to read in their respective formats. Recommended Size – 12pt (no more than 16pt, no less than 10pt)

- | | |
|-----------------------------------|--|
| • Arial | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™® |
| • <i>Arial Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™®</i> |
| • Arial Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™® |
| • <i>Arial Bold Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™®</i> |
| | |
| • Times | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™® |
| • <i>Times Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™®</i> |
| • Times Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™® |
| • <i>Times Bold Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789&\$?!<>{}[]#¢™®</i> |

Best Practices in Font Selection

Limit fonts to no more than two fonts on the same page. Font colors should provide high contrast on the page or screen to increase readability. To draw attention to content use font color, UPPER CASE, scale (size) or weight (bold).

The only instances in which these guidelines should be altered are when setting a casual or playful tone, like when using the Broadway font for the title in a flier for a performance of some kind, or when graphic design assistance is provided for advertisements, marketing materials, promotional websites or other communications that may be viewed by large internal or external audiences.

EMAIL

knoxcounty.org

Emails should be sent with one of the approved general use fonts (Arial or Times). Email font should be black or blue. Font size should be no less than 11pt, but no larger than 14pt. No colored or formatted email backgrounds should be used.

Email signatures

Email signatures are recommended for use by all County departments. Email signatures serve as a reference for people to find your contact information and should not distract from the content of your email. Avoid adding content to your signature like quotes, graphic elements, etc.

Signatures should include the approved email signature artwork produced by Information Technology as seen below.

Employee Name

Job Title

Department Name

Office: 865-XXX-XXXX | Cell: 865-XXX-XXXX

400 West Main Street, Room/Suite XXX

Knoxville, TN 37902

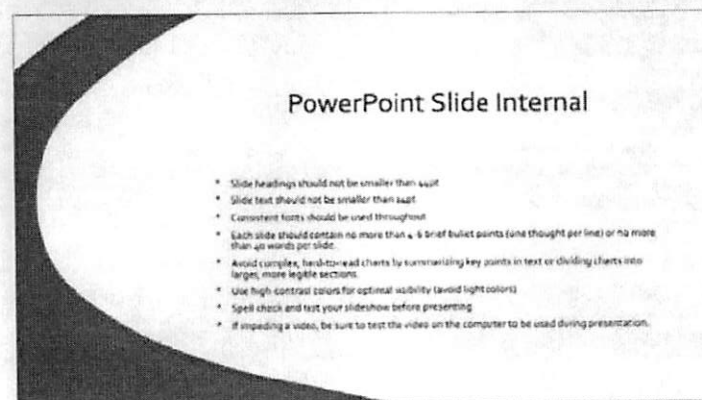
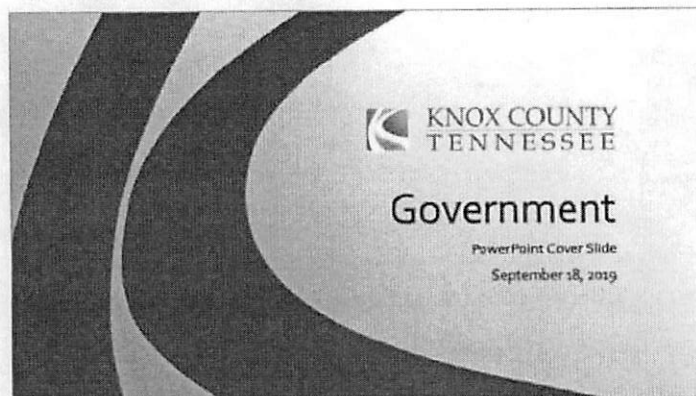


KNOX COUNTY
TENNESSEE

PROMOTIONAL DOCUMENTS

knoxcounty.org

Printed materials used to inform the public about operations, programs, events, schedules, facilities and more should include the district logo. This includes brochures, newsletters, posters, fliers, booklets, pamphlets, invitations, programs, videos and posters.

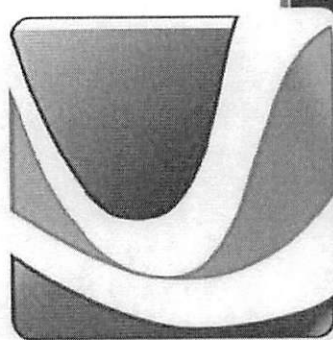


PowerPoint Presentations

All official presentations should be created on an approved PowerPoint template provided by Knox County Communications. Presentations should be prepared with the audience in mind, not the presenter. A PowerPoint should be a summary of key points, not a full report. The presenter is expected to expound on bullets verbally.

Helpful Tips for an Effective Presentation

- Slide headings should not be smaller than 44pt
- Slide text should not be smaller than 24pt
- Consistent fonts should be used throughout
- Each slide should contain no more than 4-6 brief bullet points (one thought per line) or no more than 40 words per slide.
- Avoid complex, hard-to-read charts by summarizing key points in text or dividing charts into larger, more legible sections.
- Use high-contrast colors for optimal visibility (avoid light colors)
- Spell check and test your slideshow before presenting
- If imbedding a video, be sure to test the video on the computer to be used during presentation.



KNOX COUNTY
TENNESSEE

County branding: more than just a seal

By Charlie Burt Nov. 21, 2018

▼ A re-branding effort isn't just a cosmetic change - it's an opportunity to examine the way citizens experience interactions with county government <<https://cit.ac/9Hc15>>

The Linn County, Iowa Secondary Road Department was in charge of clearing roads, so it seemed natural for equipment to bear pictures of snow plows, hard at work. Visual shorthand for the county's conservation department? A tree, of course. But the actual county seal was a modernist collection of trees, buildings and rolling hills along the banks of the Cedar River.

A look at the collection of the county's different logos could beg the question -- are they all on the same team?

Learn More

<https://www.naco.org/articles/county-branding-more-just-seal>

"Counties in general are pretty diversified," said Joe Alexander, Linn County's communications director. "There is a problem sometimes, where people wonder if something is a county department or a nonprofit that includes the county's name."

Likewise, communications from individual employers could be a crashpoot, right down to the signature or people's emails. Linn County doesn't have a central administrator dictating policy, so it was natural for different departments to fracture like that.

"Some people just had their name, others have their favorite quotes," Alexander said. "We didn't have a policy in place, so we didn't have any standards or expectations."

Linn County is in the middle of a re-branding effort that Alexander and several officials hope will put all of the county government on the same page. Other counties are doing the same thing, with the intent of establishing unified messages and consistent visual identities, or more fundamental changes.

"It's important to have an identity, it's important to show that identity to the public we represent," said Don Kneifall, chairman of the Washington County, Wis. Board of Supervisors. "Even though we're not the biggest county in Wisconsin, we're the most innovative county in Wisconsin."

Washington County is also re-branding, and in November the County Board approved a new logo for the county as part of a larger effort that included stakeholder meetings and public input. The suburban county northwest of Milwaukee has as common of a name as you'll find in local government, with 30 counties (and a Louisiana parish) naming themselves after the first U.S. president. In that case, not making a name for itself among nearly three dozen competitors would be tantamount to willfully heading to the back of the line.

"We're competing for the labor market, for businesses to locate here," said Jamie Ludovic, Washington County's central services director. "People make a judgment about you in the first 10 seconds, so you have to look professional."

Part of Washington County's problem was that the previous county logo did not transfer well to different media.

"Technology was really an impetus here, we were going to have to recreate the logo and symbols anyway," Ludovic said. "Our re-branding was part of a larger communications strategy planning process."

Jefferson County, Colo., another county with a popular name, also came upon re-branding in the process of reckoning with new technology. In this case, the county was overhauling its website and wanted a clean look.

"We had been using the same seal since the 1800s," said Kate McIntire, Jefferson County's public affairs director. "It was time to update it."

But changing a county's visual identity isn't simple.

New looks

In making wholesale changes to a county's style, some risk lies in alienating stalwarts who identified with the "old look."

McIntire said Jefferson County recognized the hazard in changing too dramatically.

"Getting a handle on the culture shift was hard," she said. "Everyone had developed their own identity for a while, so we didn't want to separate them from that, but we really had to re-frame what being one county meant."

Jefferson County contracted a local communications firm to conduct focus groups and ultimately design a new county seal and iconography.

"We had to balance the diversity of different needs," McIntire said. "The perceived loss of identity was a hang up, so we made up for that by trying to differentiate within the (new) brand."

"We wanted to balance how to continue to honor the history while still moving ahead to a more modern vision. The key to that was to come together around shared values before we started thinking visually."

Talking about those ideas could be challenging with both county staff and their elected bosses in the room, so Jefferson County's consultant used anonymous keypad polling in group discussions to help level the playing field and take the intimidation out of discussions.

Ludovic said resistance to a new brand in Washington County was based in large part over concern that the county was throwing away something that represented the work county staff had done together. And that re-branding can seem like a luxury, given the demands on county budgets.

Washington County Administrator Josh Schoenmann acknowledged as much in an email to county staff.

"I know \$30,000 seems like a lot of money for a few words and the icon," he wrote, stressing that the process would be worth the money and effort.

Ludovic said the decision to re-brand wasn't taken lightly, and the County Board had an earnest debate about the wisdom behind it.

"We've heard why are you spending money on this when you aren't funding X; you aren't able to serve these people in need," she said.

"That's a difficult thing to address, but you need to have the right, business-minded people who see it as an investment in our future. The majority of our County Board and the majority of our department heads that feel it's important."

Linn County managed to complete its process without hiring an outside agency.

"We did it, but I wouldn't do it again that way," Alexander said.

"It was a budget-driven decision, but we missed out on a lot of things like focus groups and stakeholder meetings."

Linn County got its new design the way a lot of counties found their seals — they asked for submissions from citizens and businesses located in the county.

The winning submission, the county's name, complemented by a two-toned leaf, will — like many new logos from this crop of re-branding projects — be replaced online first at little to no cost.

"We can take care of electronic changes easily, that's a low-cost process," McIntire said of Jefferson County's re-branding, for which a consultant was paid \$50,000.

"We'll include redesigns of vehicles and other physical assets as part of the regular maintenance budgets. There's no need to replace everything at once."

Not just a pretty picture

In Washington County, the branding effort is going deeper than standardizing artwork. The process began to solicit input from county departments has continued, bringing county workers on board to align various departments to create a feel and customer experience that reinforces the image the county hopes to convey.

How Washington County would be interpreted would be the result of deliberate planning and execution on the part of county staff.

"It's important what we're driving — that image in the community," Ludovic said. "How it appears, how we interact with the public, that feeling people get when you walk into the courthouse, those are direct results of somebody taking the time to figure it out."

Ludovic said departments had individual discussions among themselves about where they fit in the overall county and where they are headed.

Schoenmann emailed county employees, explaining why the exercises in the re-branding effort were important and how it went beyond attractive new logos. "Similar to any journey, the documents will serve as the map and compass necessary to determine where we are at, where we are going and shooting for," he wrote. "Without these critical tools, decisions can easily return to being more haphazard with things like across-the-board cuts, a compensation plan that fails to compensate, being all things to all people and being mediocre at many things instead of being great at a few high priorities." The branding effort yielded mission and vision statements that stress the county's stability, reliability and quality of life, and Schoenmann suggested that county staff could look to the new seal as shorthand for their commitment to that mission and vision.

"Without those words and a symbol to represent them, we are all too easily lost in the busyness of our day-to-day."

[View Photos](#) [Full Bio](#)

COUNTY NEWS DIGITAL EDITOR & SENIOR WRITER

Charlie Ban is the County News digital editor and senior writer.

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Anderson County Schools
Every Student, Every Day

Annette Prewitt <aprewitt@acs.ac>

Operations agenda

1 message

Tracy Wandell <tlwandell@msn.com>

Tue, Apr 6, 2021 at 8:45 AM

To: Timothy Isbel <isbelt@ymail.com>, Annette Prewitt <aprewitt@acs.ac>

Dear Chairman Isbel,

Good morning to you. Hope you and the family had a wonderful Easter. I have a few items to add to the Operations agenda.

- 1) Ben's mobile home park - update from Mayor and Law Director
- 2) East Wolf Valley convenience center - new location update
- 3) Veteran's bride US Flag placements- re request

Respectfully,

Tracy Wandell
865-388-0921
tlwandell@msn.com

Anderson County Board of Commissioners
OPERATIONS COMMITTEE
MINUTES

March 8, 2021

Meeting held electronically pursuant to Resolution 20-04-812
All votes are by Roll Call

Members Present: Tim Isbel, Steve Mead, Phil Yager, Theresa Scott, Tracy Wandell, Robert McKamey, Rick Meredith and Josh Anderson

Members Absent: None

Call to Order: Chairman Isbel called the meeting to order.

Commissioner Vowell said the prayer.

Commissioner Mead led the pledge of allegiance.

Chairman Yager requested to add Covid-19 Update by Charles Turner as Item #6, and Resolution Supporting the City of Oak Ridge in Opposition of Moving HEU Conversion & Purification to Erwin, TN to #11.

Commissioner Yager made a motion to approve the agenda. Commissioner Mead seconded the motion with the modifications. Motion passed.

No citizens addressed the Committee.

Opioid Litigation

Commissioner Yager made a motion to approve the Resolution In Support of Drug Dealer Liability Lawsuit. Commissioner Scott seconded the motion. Motion passed to forward to full commission for approval.

Commissioner Yager made a motion to approve the Retainer Agreement. Commissioner Mead seconded the motion. Motion passed to forward to full commission for approval.

Commissioner Yager made a motion to approve Resolution No. 21-03-865 updating the Anderson County Occupational Safety and Health Plan. Commissioner Wandell seconded the Motion. Motion passed to forward to full commission for approval.

Commissioner Mead moved to approve the Mayor formally request the TDOT to include lighting in the SR 170 widening project. Commissioner Yager seconded the motion. Motion passed to forward to full commission for approval.

Commissioner McKamey made a motion to request the Law Director draft a resolution to present at the Commission meeting that would authorize the split of the rural local option sales tax, the rural portion shall accrue at 100% into the Highway Fund not to exceed \$500,000.00, once that amount is received all available rural local option sales tax would accrue at a rate of 50% into the General Fund and 50% into Capital Outlay. Commissioner Mead seconded the motion.

Commissioner Meredith made a motion to defer back to Operations and Budget and the mayor bring information she is referring to. Commissioner Mead seconded the motion. Motion passed.

Covid-19 Update

Discussion. No Action Taken.

Emergency Operations Center/Canton Fire Department

Commissioner Meredith made a motion for the Mayor to discuss with the City of Canton a shared cost facility and report back to Operations. Commissioner Yager seconded the motion. Motion passed.

Updates on ESG Project, Archives / Witness Rooms, Wolf Valley Convenience Center, Senior Center Renovations

No Action Taken

Tennessee Clean Act

Commissioner Wandell made a motion to provide a letter or resolution in support of SB0152/HB0174 litter clean up in our state. Commissioner Anderson seconded the motion. Motion passed to forward to full commission for approval.

Request for Office Space in DARC

Commissioner Yager delayed this item for another month.

➤ **Ben's Mobile Home Park**

Commissioner Wandell made a motion to allow the Mayor and the Law Director to approach outside consultants and report back with cost and the type of consultants needed to address Ben's Mobile Home related issues. Commissioner Meredith seconded the motion. Motion passed.

Commissioner McKamey made a motion to approve the Resolution in Support of the City of Oak Ridge in Opposition to Moving HEU Conversion & Purification to Erwin, TN. Commissioner Scott seconded the motion. Motion passed to forward to full commission for approval.

New Business:

None

Old Business:

Homelessness workshop virtual meeting will be Thursday, March 11th at 6:30 pm.

With no other business, meeting adjourned.