



# COUNTY OF PRINCE WILLIAM

## Gainesville District Supervisor

7001 Heritage Village Plaza, Suite 210  
Gainesville, Virginia 20155  
(703) 792-6195 FAX: (571) 248-4290

Pete Candland  
Gainesville District  
Supervisor

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June 10, 2013

Mr. Jason Grant  
Director, Office of Communications  
Prince William County  
1 County Complex Court  
Suite 150  
Prince William, VA 22192

Mr. Jeff Kaczmarek  
Director, Department of Economic Development  
Prince William County  
13575 Heathcote Boulevard, Suite 240  
Gainesville, VA 20155

Mr. Grant and Mr. Kaczmarek:

I have received the email from Mr. Grant on June 7, 2013 addressing some of my questions posed in the June 4, 2013 Board meeting regarding the ongoing county logo controversy. This information, while very helpful, does not cover all of my prior questions and, in fact, raises some additional concerns.

Over the past several days, I have received numerous inquiries from constituents wanting further information on the county logo issue and the role of the Office of Communications within county government. I hope you can be of help as we demonstrate our goal of enhanced transparency to the taxpayers.

In the presentation you both made at the June 4 Board meeting regarding the development of the controversial new county logo, it was very clear that you were attempting to address the concerns raised by Supervisor Jenkins regarding how the logo was initially developed, the authority upon which this effort was initially undertaken, and the process that was followed to seek concurrence of the Board of County Supervisors (BOCS) prior to the replacement of the County Seal as the official logo of Prince William County for all uses other than for law enforcement and official acts of the BOCS.

As you are acutely aware, your joint presentation on the development and deployment of the new logo failed to allay the concerns of most Board members on this issue, and that has resulted in the scheduling of a Board work session on the logo issue on July 16, 2013.

I have three broad areas of concern that I would appreciate your immediate response in answering and clarifying:

1. Did the June 4, 2013, presentation on the logo issue to the BOCS accurately disclose all relevant information that reasonably should be considered within the scope of the concerns that had been raised by Supervisor Jenkins, including (a) the development and deployment costs of the new logo; (b) the authority upon which the county staff relied in deploying the new logo without an affirmative approving vote of the BOCS; and (c) did the process utilized by county staff in the review of the new logo adhere to normal review protocols commonly employed in such decisions?

2. Were current county procurement rules, which are designed to assure the integrity of the procurement process and protect taxpayer funds from wasteful spending, applied in a reasonable manner without any attempt to use procedures to circumvent or bypass entirely the clear intent of the procurement regulatory scheme? A collateral concern with this issue is whether the actions taken in the procurement process for the logo where discretion is permitted reflect an action taken in the best interests of county taxpayers, or did it serve the personal interests of the individual county staff or outside parties involved in the procurements?
3. Was the process and extent of the implementation of the logo reviewed and approved by the County Executive or anyone in the County Executive's office?
4. As we have discovered, there have been multiple other logos the County has been given for consideration, mainly through Rogue Shard, but none were selected. Were these logos reviewed by the County Executive or someone from the County Executive's office? Who made the determination not to use logos submitted by the design firm?

In preparation for the planned July 16 BOCS work session on the county logo issue, I would appreciate your timely response to the questions above.

In addition, I believe it would be helpful if you would provide information that will allow the Board to better understand the sequence of events, the breadth of the issue, and how we can more effectively ensure that this type of problem doesn't present itself again. Please provide the following before the July 16 BOCS work session:

1. All documents regarding the contract with David Castlegrant and Associates, LLC ("Castlegrant"), including documents sent to and from any employee or principal of this company to develop the new logo design for Prince William County, including:
  - a. All email correspondence between county staff and Castlegrant on any subject for twelve months prior to the contract execution on the subject to the present date; and
  - b. Copies of all documents related to any proposed business transactions between the county and Castlegrant in the past three years; and
  - c. Copies of all internal communications between county employees regarding the logo development with Castlegrant, from the date of the first communication to the present date; and
  - d. Copies of all proposed logo designs submitted to the county for consideration by Castlegrant; and
  - e. Any and all documents related to payments made to Castlegrant by Prince William County for any services rendered in the last three years.
2. A summary of any other solicitations or contracts with any other vendor contracted by the county to provide graphics design or video services related to the development of a new logo design for Prince William County OR the use of that new logo OR for video, graphics, or printing where the new logo was anticipated to be used, or actually used. In addition, please provide the following documentation:
  - a. An affirmative disclosure from county staff involved in the solicitation of any outside vendor working on the logo or related tasks regarding any present or past business relationships between the county staffer and the solicited vendor; and
  - b. Copies of all documents related to any business relationship between the county and these vendors used for services referenced above; and
  - c. Copies of all proposed logo designs submitted to the county for consideration by any of these vendors, whether rejected or not; and
  - d. All documents related to payments made to the subject vendors by Prince William County for any services rendered in the last five years.

- e. Including any other vendors not yet known, this request covers Nine Yards Media; Rogue Shard, LLC; and Carter Printing.
3. All records related to the focus group sessions referenced in the requirements of the October 5, 2010, Board approved Economic Development Strategic Plan ostensibly relied upon by the that evaluated the new logo, including:
    - a. All minutes, notes, evaluation assessments, and any other records related to the participation by the required groups and individuals in the focus groups pursuant to the approved implementation plan for the development of a new logo; and
    - b. The names of each individual who participated in the focus groups or in any evaluation(s) or discussions of the logo design; and
    - c. All email communications with any individual, including any county employee or private citizen, on the focus group process or any informal evaluation of the logo design or its implementation.
  4. Any and all communications between any of the named parties referenced above related to the response the county staff to the current controversy on the logo in preparation for news media inquiries, citizen questions, or presentations to the BOCS; including
    - a. Dates and times of any meetings, formal or informal, where county staff discussed this issue of the logo controversy; and
    - b. The names of the county employees participating in such meetings; and
    - c. A description of any conversations, where notes or minutes were not taken, including any instructions or direction given, involving any member of the County Executive's office and staffers in the Office of Communications and/or the Department of Economic Development.

If there is any information within the scope of the request contained herein that cannot be made available by this date, please identify the general content of the information, the reasons why it is not available, and a schedule for its production prior to the July 16 work session.

Sincerely,



Pete Candland

cc: BOCS  
Melissa Peacor