

SYN. NO. _____

AGN. NO. _____

MOTION BY SUPERVISOR DON KNABE

October 15, 2002

In the last few months, I have noticed that many of our County golf courses are advertising in golf magazines. Very rarely do they mention that they are part of our Los Angeles County Golf System, nor do they list the Department or County logo on their advertising. I have also seen some of the scorecards that do not list the County of Los Angeles anywhere on the card.

We have a wonderful 17 golf course system in the County and it should be promoted as an entire system.

I, THEREFORE, MOVE THAT:

1. We instruct the Department of Parks and Recreation to send a letter notifying our lessees that all of their advertisements and printed material must include the County logo and in a visible location.

- M O R E -

MOTION

MOLINA _____

BURKE _____

KNABE _____

ANTONOVICH _____

YAROSLAVSKY _____

2. Instruct the Department to produce a new creative logo just for the County golf course system that can be distributed as a very obvious mark that the course is part of the Los Angeles County Golf Course System, such as the 306 logo created by the Junior Golf Program.
3. Have the Director develop a plan to routinely check the printed materials of our lessees and the courses they operate.
4. Have the Director work with County Counsel on a financial penalty clause should they purposely leave off or not include the County's logo.

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MK:cgm

(promo)