

THE BOARD OF SUPERVISORS OF CONTRA COSTA COUNTY, CALIFORNIA
and for Special Districts, Agencies and Authorities Governed by the Board

Adopted this Resolution on 06/18/2019 by the following vote:

AYE: 5 Gioia, Andersen, Burgis, Mitchoff, Glover
NO: /
ABSENT: /
ABSTAIN: /
RECUSE: /



Resolution No. 2019/459

IN THE MATTER OF approving the Northern Waterfront Memorandum of Understanding with the seven partner cities and Northern Waterfront related trademark applications.

WHEREAS, the County and the Cities of Antioch, Brentwood, Concord, Hercules, Martinez, Oakley, and Pittsburg ("Cities"), have been working together informally since 2013 to support increased job retention and expansion in the Northern Waterfront region of Contra Costa County; and

WHEREAS, the Cities and the County desire to continue and solidify the working relationship to jointly implement economic development projects such as those identified in the 2019 Northern Waterfront Strategic Action Plan; and

WHEREAS, a Memorandum of Understanding (MOU) has been prepared that allows for joint projects while each jurisdiction retains the ability to participate or not in a joint project, and determine funding approvals on a case by case basis; and

WHEREAS the County continues to implement and lead economic development projects for the benefit of the County and the Northern Waterfront, such as trademarking a marketing tagline and the name of the Northern Waterfront Economic Development Initiative, which has been in use by the County since 2013;

NOW, THEREFORE, BE IT RESOLVED: The Contra Costa County Board of Supervisors hereby authorizes the execution of the Northern Waterfront Memorandum of Understanding and directs the Director of the Department of Conservation and Development, or his designee, to work cooperatively with the partner cities to jointly identify and carry out projects in accordance with its terms.

BE IT FURTHER RESOLVED that the Director of the Department of Conservation and Development is authorized to submit any and all trademark applications, declarations, and verifications to obtain trademarks for "Northern Waterfront Economic Development Initiative" and "Capital of the Northern California Mega-Region", or substantially similar phrases, on behalf of Contra Costa County.

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

Contact: 925-674-7869

ATTESTED: June 18, 2019

David J. Twa, County Administrator and Clerk of the Board of Supervisors

By: June MoHuen, Deputy

cc: