



# NEWS RELEASE

**For Immediate Release**  
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## **BOCC Regular Session Highlights from October 22**

**Durham, NC** - The Board of County Commissioners participated in the unveiling of the new Durham County Brand. The idea of creating a new Durham County Brand resulted from the work and feedback gathered during the creation of the Durham County Strategic Plan. A local design firm, “Engine”, created the new brand. The new brand is called, DCo and pronounced “Dee Co”. The interlocking D and C illustrate how important inclusiveness and collaboration are to Durham County. The new strong graphic representation helps epitomize the terms heard often to describe Durham County: Innovative, passionate, leading, accountable, proactive, and confident. Events held earlier in the day also revealed new vehicles that now display the DCo brand. The familiar county seal will be used on official documents, but slowly fade into the background and remain a visible tribute to the county’s past.

In addition to the brand launch a new website was presented. The new Durham County website updates tools for ease of use, modernizes functionality and organization, and promotes a consistent and vibrant branding that conveys the real spirit of Durham County to the community and beyond. The county’s new web address is [www.dconc.gov](http://www.dconc.gov)

The Board of County Commissioners and the County Manager formally signed the Durham County Strategic Plan. Signed copies will be displayed in Durham County department offices as

a reminder of the Mission, Vision and Five Goals of the Plan: Community and Family Prosperity and Enrichment; Health and Well-being for All; Safe and Secure Community; Environmental Stewardship and Accountable, Efficient and Visionary Government.

Chairman Michael Page proclaimed support for Duke University School of Nursing's Conference on Sickle Cell Disease which will take place on November 1<sup>st</sup>. The conference seeks to dispel myths and provide knowledge about living with the illness.

The Board of County Commissioners held a public hearing and approved the allocation of Economic Development Investment Funds of \$605,000 to Gentian Group LLC. The \$10.1 project will convert the old Mutual Community Savings Bank building at 315 E. Chapel Hill Street in downtown Durham into a 54 room hotel. Durham County's payments will not be made until completion of the construction project for the hotel.

To view the agenda and recording of the BOCC Regular Session Meeting, visit the [BOCC's Web site](#). For more information about BOCC meetings, contact the Clerk to the Board's Office at 919-560-0025 or email [clerk@durhamcountync.gov](mailto:clerk@durhamcountync.gov).