

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS
Sitting/Acting as (if applicable)
Policy Session Worksheet

Presentation Date: Feb 21, 2017 **Approx Start Time:** 3:00 pm **Approx Length:** 15 min

Presentation Title: Renaming of the Urgent Walk-in Clinic (Centerstone)

Department: Health, Housing, and Human Services

Presenters: Mary Rumbaugh and Richard Swift

Other Invitees: Martha Spiers

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD? Approval to rename the urgent walk-in clinic, currently Centerstone, to Riverstone.

EXECUTIVE SUMMARY: Approximately a year ago, Clackamas County was contacted by Centerstone, a national for-profit mental health provider, asking us to cease and desist the use of the name "Centerstone" as they hold the federal trademark for the name. This was confirmed by county counsel and we have spent the last year working with stakeholders on the name. After much discussion, we are proposing the name "Riverstone". No-one has the trademark and we feel like the name is benign enough to not raise concerns but close enough to the old name that we can easily rebrand and remarket the new name.

FINANCIAL IMPLICATIONS (current year and ongoing): We set aside budget funds in the amount of \$38,000 for FY 16-17 in anticipation of the cost of the new name including marketing materials and a new sign outside of the clinic at the Ross Center.

Is this item in your current budget? YES NO

What is the cost? \$ Unknown What is the funding source? State General fund

STRATEGIC PLAN ALIGNMENT:

- How does this item align with your Department's Strategic Business Plan goals?
Equitable access and Health-Ensure immediate access to individuals experiencing mental health or substance use distress.

Individuals and families in need are healthy and safe

- How does this item align with the County's Performance Clackamas goals?

Ensure safe, healthy and secure communities

LEGAL/POLICY REQUIREMENTS: Chris Storey reviewed the name change request and responded to Centerstone's legal counsel.

PUBLIC/GOVERNMENTAL PARTICIPATION: PGA will be assisting with the rebranding and marketing once the name change is approved.

OPTIONS:

1. Use this new name
2. Research and develop a different name

RECOMMENDATION: Approve name change for urgent walk-in clinic from Centerstone to Riverstone. Would like to announce new name at a May 1st renaming event which coincides with May-Mental Health Awareness month.

SUBMITTED BY:

Division Director/Head Approval Mary Rumbaugh
Department Director/Head Approval _____
County Administrator Approval _____

For information on this issue or copies of attachments, please contact <u>Mary Rumbaugh</u> @ 503- 742-5305
