



RESOLUTION
2026-03.01
Rebranding

At a regular meeting of the Bedford Regional Water Authority (“Authority”) Board of Directors (“Board”), held in the Board Meeting Room at the Authority’s Administrative Annex Building on the 17th of March 2026, beginning at 7:00 pm

WHEREAS, the Bedford Regional Water Authority (the “Authority”) is a public service authority formed and existing in accordance with the provisions of Chapter 51 of Title 15.2 of the Code of Virginia, 1950, as amended, the Virginia Water and Waste Authorities Act §§ 15.2-5100-15.2-5159 (the “Act”); and,

WHEREAS, when formed on July 1, 2013, the decision was made by Bedford City (now Town of Bedford) and Bedford County to make the official legal name of the Authority be the Bedford Regional Water Authority. No changes are being proposed to the legal name of the Authority, and all legal documents will continue to use this full name; and,

WHEREAS, in order to create a brand that is considerably easier to remember and easier to recite, the staff of the Authority have created a new logo with the text simply being “Bedford Water” and the icon being refreshed to show a more accurate version of the Peaks of Otter and the water looking more like a representation of Smith Mountain Lake; and,

WHEREAS, if approved by the Board, the new brand would be implemented over time in order to significantly reduce costs; the new brand would be used when signs are being repaired, when new vehicles are purchase, and when new items are printed; there would be a period of time when both the old logo and new logo would be seen in the public in order to control costs; and,

WHEREAS, the Authority Board of Directors has reviewed the proposed brand through presentations being made at the February 17, 2026 and March 17, 2026 board meetings; now,

THEREFORE, BE IT RESOLVED by the Board of Directors of the Bedford Regional Water Authority that the Executive Director is authorized to proceed with implementing the use of the new branding containing the name “Bedford Water”.

This resolution shall take effect immediately.

Member Moldenhauer made a motion to approve this Resolution.

Member Rush made a Second to approve.

Board Member Votes: 5 Aye 1 Nay 0 Abstain. The motion carried.



CERTIFICATION

The undersigned secretary of the Bedford Regional Water Authority does hereby certify that the foregoing is a true, complete, and correct Resolution adopted by a vote of a majority of the Directors of the Bedford Regional Water Authority, present at a regular meeting of the Board of Directors of the Bedford Regional Water Authority duly called and held **March 17, 2026** at which a quorum was present and acting throughout, and that the same has not been amended or rescinded and is in full force and effect as of the date of the above mentioned meeting.

(SEAL)

Brian M. Key, Secretary,
Bedford Regional Water Authority