

RESOLUTION NO. RES-2022-083

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AMENDING COUNCIL POLICY NUMBER 000-70 TITLED “ADVERTISING POLICY AND GUIDELINES” TO INCLUDE ADVERTISING AT BALLFIELDS AND ASSOCIATED FACILITIES

WHEREAS, the City adopted Resolution RES-2018-217 to establish “Advertising Policy and Guidelines” (Policy 000-70) for the City; and

WHEREAS, the “Advertising Policy and Guidelines” (Policy 000-70) is incorrectly referenced as Policy 000-69 in RES-2018-217 and related staff report materials from December 4, 2018; and

WHEREAS, the “Advertising Policy and Guidelines” (Policy 000-70) establishes a clear policy with comprehensive guidelines describing the parameters associated with allowing non-City advertising on City owned facilities, equipment and social media sites; and

WHEREAS, the “Advertising Policy and Guidelines” (Policy 000-70) provides clear guidance regarding permissive and prohibited advertising content; and

WHEREAS, Council approved a license agreement with the PECOS League on April 12, 2022 allowing for the use of Doyle Park baseball field, which provides for advertising, including the display and sale of non-City advertising to support team and league operations at ballfields and associated facilities to the extent such advertising is consistent with the City’s advertising policy; and

WHEREAS, the City Manager’s Office in coordination with the Recreation Division believe it is appropriate to modify Policy 000-70 to expand the Advertising Policy and Guidelines to allow for advertising at ballfields and associated facilities.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa finds that the policy number 000-69 is erroneous in RES-2018-217 and clarifies that the correct number for the Advertising Policy and Guidelines is Policy Number 000-70.

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BE IT FURTHER RESOLVED that the Council adopts the amended Council Policy Number 000-70 titled “Advertising Policy and Guidelines,” attached to this resolution as Exhibit A and made a part of herein.

IN COUNCIL DULY PASSED this 26th day of April, 2022.

AYES: (5) Vice Mayor Alvarez, Council Members MacDonald, N. Rogers, Sawyer, Schwedhelm

NOES: (0)

ABSENT: (2) Mayor C. Rogers, Council Member Fleming

ABSTAIN: (0)

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
City Clerk Vice Mayor

APPROVED AS TO FORM: \_\_\_\_\_  
City Attorney

Exhibit A – Council Policy Number 000-70 - Advertising Policy and Guidelines