

RESOLUTION NO. RES-2018-217

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING COUNCIL POLICY NUMBER 000-69 TITLED “ADVERTISING POLICY AND GUIDELINES”

WHEREAS, the City does not currently have a policy that allows advertising of non-City services or products on City owned facilities, equipment and social media sites; and

WHEREAS, the City owns facilities, equipment and social media sites that could be outfitted or modified to display non-City advertisements for services or products; and

WHEREAS, both the Transportation and Public Works Transit Division and Finance Parking Division have expressed interest in being able to utilize non-City advertising as a method to increase revenue, improve facilities or reduce maintenance costs; and

WHEREAS, the “Advertising Policy and Guidelines” 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” provides clear guidance regarding permissive and prohibited advertising content; and

WHEREAS, departments may choose to manage non-City advertising in-house or through an advertising agreement.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa hereby adopts Council Policy Number 000-69 titled “Advertising Policy and Guidelines,” attached to this Resolution as Exhibit A.

BE IT FURTHER RESOLVED by the Council that Exhibit A is made part of this Resolution.

IN COUNCIL DULY PASSED this 4th day of December, 2018.

AYES: (7) Mayor Coursey, Vice Mayor Rogers, Council Members Combs, Olivares, Sawyer, Schwedhelm, Tibbetts

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: \_\_\_\_\_  
City Clerk

APPROVED: \_\_\_\_\_  
Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

Exhibit A – Council Policy Number 000-69 - Advertising Policy and Guidelines