

City of Santa Rosa



Legislation Details

File #: 22-0297 **Version:** 1 **Name:** Modify Advertising Policy
Type: CC- Report **Status:** Agenda Ready
File created: 3/30/2022 **In control:** City Council
On agenda: 4/26/2022 **Final action:**
Title: REPORT - AMEND COUNCIL POLICY 000-70 - ADVERTISING POLICY AND GUIDELINES TO INCLUDE ADVERTISING AT BALLFIELDS AND ASSOCIATED FACILITIES

BACKGROUND: On December 4, 2018, City Council adopted Policy 000-70 titled "Advertising Policy and Guidelines". This policy describes and outlines both a methodology and series of boundaries for the use and display of non-City advertising on City Facilities. It further defines specific City Facilities where non-City advertising may be displayed. In coordination with the Recreation Division, the City Manager's Office is recommending that the policy be expanded to include allowing advertising at City owned ballfields and associated facilities as approved by the Division through specific license agreements.

RECOMMENDATION: It is recommended by the City Manager's Office that the Council, by resolution, amend Council Policy Number 000-70 titled "Advertising Policy and Guidelines" expanding the authority to include ballfields and associated facilities as allowed through license agreements issued by the Recreation Division.

Sponsors: Recreation and Parks

Indexes: Not a Project

Code sections: 15378 - Not a Project

Attachments: 1. Staff Report, 2. Attachment 1 - Council Policy (redline), 3. Resolution, 4. Exhibit A - Council Policy 000-70, 5. Presentation

Date	Ver.	Action By	Action	Result
4/26/2022	1	City Council	to waive reading of the text and adopt	Pass