

RESOLUTION 2006-10

A RESOLUTION ESTABLISHING POLICIES AND PROCEDURES FOR REIMBURSEMENT OF SUBMITTED ADVERTISING RECEIPTS FROM THE TRANSIENT ROOM TAX FUND.

WHEREAS, the State of Oregon allows Transient Room Tax funds to be spent on promotional advertising and marketing to increase tourism; and

WHEREAS, the Garibaldi Budget Committee has repeatedly budgeted for advertising to promote the City of Garibaldi; and

WHEREAS, historically the Garibaldi Budget Committee had budgeted advertising for a specific group and during the May 3, 2006 Budget Committee Meeting for Fiscal Year 2006-07 the committee felt that it should be available to any group that incurs costs to promote and market Garibaldi; and

WHEREAS, the Budget Committee recommended that a resolution be developed by staff and the Council to determine the policies for evaluating and determining a fair procedure for reimbursing appropriate advertising expenses; NOW THEREFORE,

THE COMMON COUNCIL OF THE CITY OF GARIBALDI RESOLVES AS FOLLOWS:

Section 1. Committee. A sub-committee ("committee") consisting of the Mayor and Administrator will review all reimbursement requests in compliance with the policies and procedures outlined in this resolution and report its monthly activities to the City Council.

Section 2. Broker. Any group or individual ("broker") may request that the City pay for committee-approved advertising. A broker may either submit a receipt for advertising already paid or a cost estimate for advertising yet to be paid.

Section 3. Advertising. "Advertising" includes print, radio, televised advertising and any marketing materials such as brochures, posters, fliers, etc. The committee will determine whether the advertising is appropriate for funding from the Transient Room Tax fund.

Section 4. Submissions. Any requests for advertising payment should be made in writing and include a copy of the advertising (i.e. tape, tear-sheet, brochure), name and contact information of the media outlet, price list from the media outlet, projected schedule, contracts that the broker has with the media outlet and cost requesting reimbursement.

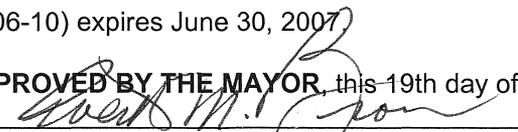
Section 5. Approval. Approved requests will be entered into the City's payment cycle and paid within 45-days of approval. No requests will be accepted after May 15th for that fiscal year.

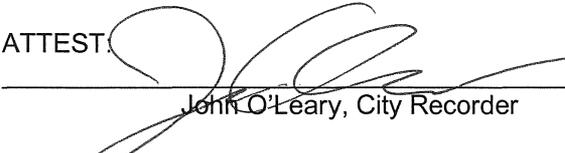
Section 6. Indemnification. Brokers agree to defend, indemnify, protect and hold harmless the City from and against any suit, administrative proceedings, claims, damages or liability that may arise from the procedures outlined in this resolution. The City's name will not appear on any advertising contracts and will simply be paying the approved amount on behalf of the broker. Any unreported or unpaid charges, fees, penalties or interest are the responsibility of the broker and not of the City.

Section 7. Expiration. This Resolution (2006-10) expires June 30, 2007

PASSED BY THE COMMON COUNCIL AND APPROVED BY THE MAYOR, this 19th day of June 2006.

ATTEST:


Hon. Everett M. Brown, Mayor


John O'Leary, City Recorder