

RESOLUTION 2010-08

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, Resolution 2009-07 established administrative guidelines for processing advertising reimbursement requests from the public and that resolution expires 30 June 2010; 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 only submit a receipt for advertising already paid.

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

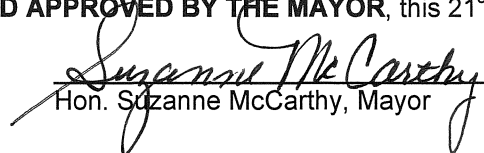
Section 4. Submissions. Any request for advertising reimbursement should be made in writing and must include sufficient documentation of the advertising (i.e. audio or video recording, tear-sheet, brochure, website address and printouts), copy of the invoice, bill or agreement that provides sufficient information to determine what services were paid for, and a proof of payment of the advertising (i.e. canceled check or receipt).

Section 5. Approval. Approved requests will be entered into the City's payment cycle and paid within 45-days of approval. The committee has full authority for determining whether the request will be reimbursed in full, partially, or denied based upon remaining funds, broker's ability to fund additional advertising and timing within the fiscal year. 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 the City will simply be reimbursing 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 expires June 30, 2011.

PASSED BY THE COMMON COUNCIL AND APPROVED BY THE MAYOR, this 21st day of June 2010.


Hon. Suzanne McCarthy, Mayor

ATTEST:


John O'Leary, Administrator