

**COUNTY OF SONOMA
AGENDA ITEM
SUMMARY REPORT**

Clerk of the Board Use Only
Meeting Date **Held Until**
 ___/___/___ ___/___/___
Agenda Item No: **Agenda Item No:**
 _____ _____

Department: County Administrator

() **4/5 Vote Required**

Contact:
Christina Rivera

Phone:
(707) 565-3779

Board Date:
07/21/09

Deadline for Board Action:

AGENDA SHORT TITLE:

Advertising Agreements

REQUESTED BOARD ACTION:

Resolution of the Board of Supervisors of the County of Sonoma, State of California, Authorizing the Chair to Execute Advertising Agreements With Certain Chambers of Commerce and Agencies for Advertising and Promotions of Events and Activities for Fiscal Year 2009-10

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES

ADD'L FUNDS REQUIRING BOARD APPROVAL

Estimated Cost \$622,520

Contingencies
(Fund Name:)

Amount Budgeted \$622,520

Unanticipated Revenue
(Source:)

Other Avail Approp
(Explain below)

Other Transfer(s)
(Source:)

Additional Requested:

Add'l Funds Requested:

Explanation (if required):

Prior Board Action(s): Each year the Board authorizes a blanket resolution authorizing the Chair to execute advertising agreements with those agencies approved for advertising fund allocations in the final budget.

Alternatives - Results of Non-Approval: Bring each agency's agreement before the Board for approval. Allocations made in the final budget will not be distributed to chambers and other advertisers for local events and activities.

Background:

The Board of Supervisors approved funding for certain chambers of commerce and local agencies to promote tourism and a series of community, cultural, and promotional activities occurring throughout the County of Sonoma.

In order to fund agencies' applications as approved, agreements must be executed by the Board of Supervisors. Those agreements will be prepared by the County Administrator's office following the same format as in previous years. The dollar amounts indicated in the agreements are based on the Board of Supervisors advertising fund allocations as approved during final budget hearings and adopted on June 16, 2009 with the FY 09-10 Final Budget.

The full listing of approved funding for the advertising program is on file with the Clerk.

Requested Board Action:

The Board is requested to adopt a blanket resolution authorizing the Chairman of the Board of Supervisors to execute advertising agreements with certain chambers of commerce and other agencies for advertising and promotion of tourism, special events, and activities for FY 2009-10 as outlined in the Sonoma County Advertising Policy.

Attachments: Resolution and Exhibit A

On File With Clerk: Interim agreement forms and FY 09-10 Budget Hearing Advertising Memo dated June 3, 2009.

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote: