

(R-94-769)

RESOLUTION NUMBER R- 283004

ADOPTED ON NOV 15 1993

WHEREAS, without direct solicitation, the City has received proposals from various organizations with offers of funding or sponsorship in exchange for advertising opportunities, as more fully described in City Manager Report No. 93-292 to the Public Facilities and Recreation (PF&R) Committee for its meeting on October 13, 1993; and

WHEREAS, the PF&R Committee reviewed the Manager's Report and approved his recommendations in that report; and

WHEREAS, the City Council believes that the City of San Diego has a tremendous potential to generate increased revenues through advertising; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that the City Manager work closely with the City Attorney in seeking, receiving, and evaluating advertising proposals.

BE IT FURTHER RESOLVED, that all proposed advertising contracts be referred to Council for approval.

BE IT FURTHER RESOLVED, that the City does not intend to accept advertising revenues from the tobacco or alcoholic beverage industries or from police-regulated businesses.

BE IT FURTHER RESOLVED, that Council Policy No. 000-23 on "Product Endorsement" be amended by separate Resolution (No. R- 283003) to clarify that acceptance by City of donation,

sponsorship, advertising, revenue, etc., does not imply or grant the City's endorsement of a product, service or organization.

APPROVED: JOHN W. WITT, City Attorney

By *Cristie C. McGuire*
Cristie C. McGuire
Deputy City Attorney

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11/05/93
Or.Dept:Mgr.
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Passed and adopted by the Council of The City of San Diego on NOV 15 1993
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Stevens	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Valerie Stallings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juan Vargas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Susan Golding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

(Seal)

SUSAN GOLDING
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

By Mary Cepeda Deputy.

Office of the City Clerk, San Diego, California

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