

RESOLUTION NUMBER R- 311984

DATE OF FINAL PASSAGE OCT 10 2018

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO TO APPROVE AMENDMENTS TO COUNCIL  
POLICY 000-40, MARKETING PARTNERSHIP POLICY.

WHEREAS, the original Marketing Partnerships Policy, Council Policy 000-40, was created in 1999: and

WHEREAS, Council Policy 000-40 is being updated to reflect current business practices and to incorporate recommended revisions by the County Grand Jury; and

WHEREAS, the Corporate Partnerships and Development Program was recently the subject of a County Grand Jury report filed June 4, 2018 titled, "City of San Diego Corporate Partnership Development Program"; and

WHEREAS, in their report, the County Grand Jury recommends that Council Policy 000-40 be updated in the following ways: (1) to include in the definition of "marketing partnership agreements" the different types of agreements, such as sponsorship, licensing, and promotional agreements, that Corporate Partnerships and Development uses to facilitate marketing partnerships; (2) to include updates to address tracking and reporting of partnership benefits such as net revenues, in-kind values, and non-monetary benefits; (3) to include disclosure of conflicts of interest; (4) to include a requirement that appropriate departments should be responsible for documenting and keeping records of marketing partnership agreements that do not fall directly under the purview of Corporate Partnerships and Development; and (5) to include an updated reporting requirement to City Council; and

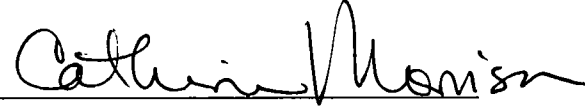
WHEREAS, the proposed amendments to Council Policy 000-40 address each of these recommendations from the County Grand Jury; and

WHEREAS, the Budget and Government Efficiency Committee reviewed the proposed Marketing Partnership Council Policy 000-40 at its September 20, 2018 meeting and voted unanimously to forward it to the full Council with a recommendation to adopt the proposed amendments to the Council Policy; and NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the amendments to Council Policy 000-40 titled "Marketing Partnership Policy" are approved and adopted, and incorporated into existing Council Policy 000-40.

BE IT FURTHER RESOLVED, that the City Clerk is instructed to update the Council Policy Manual to reflect this amended Council Policy.

APPROVED: MARA W. ELLIOTT, City Attorney

By   
Catherine C. Morrison  
Deputy City Attorney

CCM:jvg  
September 24, 2018  
Or.Dept:Corporate Partnerships and Development  
Doc. No.: 1842457

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 08 2018

ELIZABETH S. MALAND  
City Clerk

By Connie Patterson  
Deputy City Clerk

Approved: 10/10/18  
(date)

Kevin L. Faulconer  
KEVIN L. FAULCONER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on OCT 08 2018, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage OCT 10 2018

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

(Seal)

KEVIN L. FAULCONER  
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

By Connie Patterson, Deputy

Office of the City Clerk, San Diego, California

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