

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Adoption of Resolutions Amending Resolution No. 2554, 1976, Neighborhood Organization Recognition Policy (NORP) and Resolution No. 3745, 1983, Model Charter for Neighborhood Organizations to Allow Commercial Advertising in City-funded Neighborhood Association Newsletters

Meeting Date: October, 12 2015
Department: Central Services
www.eugene-or.gov/neighborhoods

Agenda Item Number: 2D
Staff Contact: Rene Kane
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ISSUE STATEMENT

Neighborhood publications funded with City dollars currently prohibit commercial advertising. An amendment to Resolution No. 2554 could remove this prohibition thereby providing neighborhood associations with a means of supplementing the funding of their publications.

BACKGROUND

The City provides funding to neighborhood associations to support outreach activities in their neighborhoods. Along with regular meetings, events and increasingly, web-based media, neighborhood newsletters are the primary way neighborhood associations communicate with neighborhood residents, business owners and property owners and provide a means of neighborhood communication regardless of tenure or access to the Internet. In recent years, the Office of Human Rights and Neighborhood Involvement has been working with neighborhood associations to identify ways to reduce the costs of newsletter production and distribution or identify resources to contribute to newsletter processes. Several practices have been put in place to reduce costs associated with printing and mailing. Providing neighborhoods with the option to pursue funding by selling advertisements in publications could expand their use of this important communication mechanism.

In 1976, the City Council approved Resolution 2554, the Neighborhood Organization Recognition Policy (NORP) including guidelines to aid in interpreting its policies. The NORP outlines the roles and responsibilities for neighborhood associations to their residents and to the City, and roles and responsibilities of the City in relationship to neighborhood associations. Section 4 of the NORP includes language that specifically prohibits advertising in neighborhood newsletters.

In 1983, the City Council approved Resolution 3745, the Model Charter for Neighborhood Organizations. The Model Charter also prohibits advertising in City-funded newsletters. Since the Model Charter was approved, it has been used by neighborhood associations as a template for charter revisions. As a result, a number of neighborhood association charters will have to be amended through an administrative process if the resolution is amended.

RELATED CITY POLICIES

Neighborhood Organization Recognition Policy (adopted by Resolution No. 2554, 1976)
Model Charter for Neighborhood Organizations (adopted by Resolution No. 3745, 1983)

COUNCIL OPTIONS

The council may approve, amend, or deny the recommendations.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends amending the resolutions to allow for advertising in City-funded newsletters.

SUGGESTED MOTION

Move to amend the Neighborhood Organization Recognition Policy (NORP) and Model Charter to allow advertising in City-funded newsletters by adoption of the attached resolutions.

ATTACHMENTS

- A. Proposed Resolution Amending the Neighborhood Organization Recognition Policy (NORP)
- B. Proposed Resolution Amending the Model Charter for Neighborhood Organizations

FOR MORE INFORMATION

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