

**CITY OF CLOVERDALE
CITY COUNCIL
RESOLUTION NO. 094 –2021**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE APPROVING A 12-MONTH COMMITMENT TO ADVERTISE MONTHLY IN CLOVERDALE CONNECT BEGINNING WITH THE DECEMBER 2021 ISSUE IN AN AMOUNT NOT TO EXCEED EIGHTEEN THOUSAND THREE HUNDRED AND SIXTY DOLLARS (\$18,360) AND AUTHORIZE A BUDGET AMENDMENT IN THE GENERAL FUND (FUND 100-101-42345-000) TO COVER THE UNBUDGETED EXPENSE

WHEREAS, the City Council has expressed a desire to increase and improve communications to residents and businesses within the City; and

WHEREAS, Cloverdale Connect is a privately owned print media business located within the City of Cloverdale that has developed local support with the loss of other print media publications; and

WHEREAS, Cloverdale Connect publishes a monthly newsletter mailed to every household and business within the City, unincorporated areas surrounding Cloverdale including Geyserville; and

WHEREAS, publishing a monthly article in the Cloverdale Connect would offer the City the opportunity to communicate important city updates on policies, program and projects to residents and the business community on a routine basis; and

WHEREAS, City staff is recommending the City Council consider a 12-month commitment to advertise monthly in Cloverdale Connect beginning with the December 2021 issue;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Cloverdale hereby approves a 12-month commitment to advertise monthly in Cloverdale Connect beginning with the December 2021 issue in an amount not to exceed Eighteen Thousand Three Hundred and Sixty Dollars (\$18,360) and authorize a budget amendment in the General Fund (Fund 100-101-42345-000) to cover the unbudgeted expense.

The foregoing Resolution No. 094-2021 was duly introduced and adopted by the City Council of the City of Cloverdale at its regular meeting held on the 27th day of October 2021 by the following roll call vote:

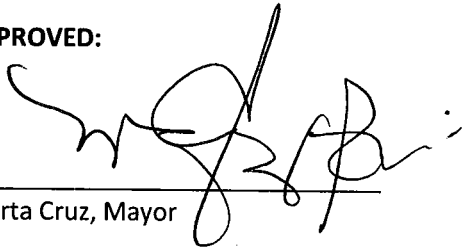
AYES: 4 Councilmembers: Palla, Bagby, Lands, Cruz

NOES: 0

ABSTAIN: 0


ABSENT: 1 Councilmember: Wolter

APPROVED:



Marta Cruz, Mayor

ATTEST:



Lori Frontella, Acting City Clerk