

ORDINANCE NO. 15-1057

AN ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF DOUGLAS, COCHISE COUNTY, ARIZONA, ADOPTING AN ADVERTISING POLICY FOR THE "DOUGLAS RIDES" PROGRAM AND SETTING TRANSIT RATES AND FEES APPLICABLE TO ADVERTISING SPACE ON BUSES, ESTABLISHING SEVERABILITY OF COMPONENTS OF ORDINANCE; AND ESTABLISHING AN EFFECTIVE DATE THEREOF.

WHEREAS, Article VII, Section 5(3) of the City Charter requires that fees for City services be set by Ordinance; and

WHEREAS, the charging of reasonable fees for the Advertising space on buses that operate under the "Douglas Rides" transit program is necessary and appropriate to protect and bolster the image of the City and cover associated costs for these services; and

WHEREAS, the proposed transit advertising fees take into consideration the various associated costs to the general public and are in the best interest of the City.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Douglas, Arizona, as follows:

SECTION 1: The Master Transit Advertising Agreement in substantially final form attached hereto as an Exhibit to Ordinance and the following Exhibits included in the **Douglas Rides** Advertising Agreement are incorporated hereto by reference as though fully set forth herein verbatim, and further, are hereby approved:

Exhibit "A": Advertising Fee Schedule
Exhibit "B": Advertising Media Specification
Exhibit "C": Approved Media Vendors

The City Manager shall have discretion to make non-material modifications from time to time to the approved Master Transit Advertising Agreement.

Section 2. Should any section, clause or provision of this Ordinance be declared invalid or unconstitutional by a Court of competent jurisdiction, the invalidity or unconstitutionality will not affect the validity of the remaining provisions.

Section 3. Effective date. The provisions in this Ordinance shall be effective thirty (30) days after final approval and adoption by the Mayor and Council.

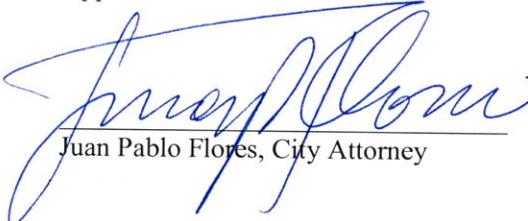
PASSED AND ADOPTED by the Mayor and Council of the City of Douglas, Arizona, this 13th day of January, 2016.


Daniel Ortega Jr., Mayor

Attest:

Approved as to form:


Brenda Aguilar, City Clerk


Juan Pablo Flores, City Attorney