

RESOLUTION NO. 2018-13

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
APPROVING REQUEST BY FRIENDS OF MARINA LIBRARY TO ERECT A
BANNER AT THREE (3) SELECT PUBLIC RIGHT OF WAY LOCATIONS AND
PROVIDE STAFF WITH ANY FURTHER DIRECTION

WHEREAS, On February 24, 2018, a representative of the Friends of the Marina Library contacted Mayor Bruce Delgado via email (see Exhibit A), requesting permission to post a banner at the following three (3) locations during 2018:

- 1) California & Imjin; March 11-24
- 2) Del Monte Blvd. Median at Reindollar Ave.; May 6-19
- 3) Cardoza & Reservation; August 5-18 and,

WHEREAS, this banner would let the surrounding community know about Marina's new non-profit bookstore, Friends' Community Books store and,

WHEREAS, Past permission was granted by Marina City Council for local non-profits such as Marina Pony Softball/Baseball and Marina Rotary to post banners at similar prominent locations in Marina and no problems were reported and,

WHEREAS, the benefit if City Council were to grant this request would be to increase visitation to the Friends' Community Books store which would in turn help the Marina Library and downtown businesses and,

WHEREAS, no City funds would be expended to install or remove banners and signs because this is an all-volunteer effort,

NOW, THEREFORE IT BE RESOLVED that the City Council of the City of Marina does hereby:

1. Authorizes Friends of the Marina Library to post a banner at the following three (3) locations during 2018:
 - 1) California & Imjin; March 11-24
 - 2) Del Monte Blvd. Median at Reindollar Ave.; May 6-19
 - 3) Cardoza & Reservation; August 5-18 and,
2. Provides staff with any further direction in this matter.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 6th day of March 2018, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Morton, Brown, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: O'Connell

ABSTAIN, COUNCIL MEMBER: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Acting Deputy City Clerk

EXHIBIT A

Document emailed February 24, 2018, to Mayor Bruce Delgado from Gail Youngblood, At-large Board Member for Friends of the Marina Library.

The Friends of the Marina Library needs to let the surrounding community know about our new bookstore, Friends' Community Books.

Some background information on our bookstore: we opened in November 2017, in Marina Town Plaza, near Tico's, Korean Barbecue, and Pho Fusion.

People who shop with us have been delighted with the store, the stock and the helpful people volunteering. The entire staff is volunteer, and all books are donated to the Friends of the Library, as are many of the bookcases.

We pay rent at commercial rates for our space, so we do need to bring in the customers. It's going well — we recently had our 1000th customer!

Proceeds from the store support same the long list of actions for the Marina Library and the County Library system that our library book sale proceeds support: Children's programs (Monthly Block Party, annual Children's Birthday Party, art and summer reading programs, teen photo camp and tween activities), contributing to upkeep on the Marina Library (Replacing the bark on the playground, purchasing picnic tables, cleaning the community room carpet and children's room upholstery, adding bulletin boards and shelves to the library), funding concerts by local musicians and movies on alternating months, purchasing \$15,000 of new books each year to circulate throughout the Monterey County Free Libraries system. This includes providing funds to purchase books for Adults, Children, Young Adults and E-books.

In addition to the \$15,000 for new books, we donated about \$39,000 last year to the library system through our library book sales and by selling books on Amazon. Adding this bookstore gives us the opportunity to fund the library at a higher level as well as to provide a community service: local affordable books.

But many of our customers say that 'No one knows about you'! This is true; we have no street visibility. To address this, we propose to purchase a banner specifically for the Friends' Community Bookstore, which would include the address and articulate that all sales benefit the library.

We want to install the banner at a few locations around town, much as we currently install banners every other month for a week, informing the public about our library lobby book sales. We propose to install one bookstore banner for approximately 2 weeks at the locations below, during those months when we do not have a book sale scheduled for the lobby of the Marina library. The locations would be the same places where we put up the booksale banners. There would be only one bookstore banner, not multiple banners. The schedule would be as follows: March 11-24: California & Imjin; May 6-19: Del Monte Median at Reindollar Ave.; Aug 5-18: Cardoza & Reservation.

February 24, 2013

Item No. **8f(1)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of March 6, 2018

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2018-,
APPROVING REQUEST BY FRIENDS OF MARINA LIBRARY TO ERECT A
BANNER AT THREE (3) SELECT PUBLIC RIGHT OF WAY LOCATIONS AND
PROVIDE STAFF WITH ANY FURTHER DIRECTION**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2018-, approving 1) request of Friends of Marina Library to display banners at three (3) public right of way locations during two-week periods during March 11 – August 18, 2018.
2. Provide staff with any further direction in the matter.

BACKGROUND:

On February 24, 2018, a representative of the Friends of the Marina Library contacted Mayor Bruce Delgado via email (see Exhibit A), requesting permission to post a temporary banner at the following three (3) locations during 2018:

- 1) California & Imjin; March 11-24
- 2) Del Monte Blvd. Median at Reindollar Ave.; May 6-19
- 3) Cardoza & Reservation; August 5-18

This banner would let the surrounding community know about Marina's new non-profit bookstore, Friends' Community Books.

ANALYSIS:

The City's Municipal Code sign regulations do not allow for businesses or organizations to place signs off-site of their business locations. However, in the past, the City Council has granted exceptions and allowed on a temporary basis certain non-profit, non-commercial, community supported organizations (Marina Pony Softball/Baseball and Marina Rotary Club) to post temporary banners off site and in the public rights-of-way.

The benefit if City Council were to grant this request would be to increase visitation to the Friends' Community Books store which would in turn help support the Marina Library.

FISCAL IMPACT:

No City funds would be expended to install or remove banners and signs. This is an all-volunteer effort.

CONCLUSION:

This request is presented for City Council consideration and possible action.

Respectfully submitted,

Layne Long
City Manager
City of Marina