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**RESOLUTION NO. 2010-20**

**A RESOLUTION OF THE VILLAGE COMMISSION  
OF THE VILLAGE OF BISCAYNE PARK, FLORIDA,  
STATING GUIDELINES FOR THE VILLAGE  
NEWSLETTER; PROVIDING FOR AN EFFECTIVE  
DATE**

WHEREAS, the Village Charter establishes the municipal government of the Village of Biscayne Park ("Village") conferring the broadest exercise of home rule powers permitted under the Constitution and laws of the State; and

WHEREAS, the Village recognizes that a communication program is essential to promote a well-informed community and the success of the Village; and

WHEREAS, the Village has regularly distributed a newsletter to each household on paper, usually on a quarterly basis; and

WHEREAS, the Village has regularly distributed a paper newsletter to each household on a quarterly basis, which has proven to be an effective way to communicate announcements and information of interest to the residents; and

WHEREAS, the sale of promotional advertisement space in the newsletter defrays the cost of producing and distributing the newsletter; and

WHEREAS, the Village Commission finds it desirable to set forth in clear and concise terms a written policy regarding specific standards, rules and practices regarding content, time of distribution, publication size and other standards regarding the Village newsletter; and

NOW THEREFORE BE IT RESOLVED BY THE COMMISSION OF THE VILLAGE OF BISCAYNE PARK, FLORIDA, THAT:

Section 1. Newsletter Purpose. The primary purpose of the newsletter is to carry out a program of positive information flow between the Village and the residents.

Section 2. Editor in Chief. The Village Manager or the Manager's designee shall serve as Editor, with primary responsibility:

- a. to prepare a regular newsletter,
- b. to solicit and contribute articles informing residents about developments and activities in the Village and surrounding communities,
- c. to solicit and contribute articles of general interests to the residents that reflect qualities and resources of the Village,
- d. to arrange for publicity for Village events, as requested,
- e. to arrange for distribution and approved notices to residents within the Village.

1 The Editor shall consult with the Village Manager and Committee Chairs in the preparation and  
2 distribution of the newsletter.

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4 Section 3. Newsletter Policy.

5 a. Timing: the newsletter shall be published each season.

6 b. Size: The newsletter shall have not less than 4, nor more than 8 pages per issue.

7 c. Content:

8 (i) To be provided by the Village Manager, Department Heads, and Boards at the  
9 Manager's discretion.

10 (ii) Priority will be given to items of significance to the majority of the Village  
11 residents.

12 (iii) Sources of information shall be verified, accuracy of information shall be  
13 established, fact shall be distinguished from rumor.

14 (iv) Conformance the Charter, ordinances and policies of the Village.

15 (v) Advertising Policy:

16 (a.) Advertising rates:

17 1. Full Page: \$250.00

18 2. Half Page: \$150.00

19 3. Quarter Page: \$100.00

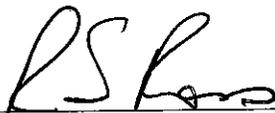
20 4. Eighth Page (business card): \$50.00

21 5. Sixteenth Page: \$30.00

22 (b.) Allow for free advertising for residents offering non-commercial articles or  
23 services to other residents.

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25 Section 4. Effective Date. This Resolution shall become effective immediately upon  
26 adoption hereof.

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28 PASSED AND ADOPTED this 22nd day of June, 2010.

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33 Mayor Roxanna Ross

The foregoing resolution upon being  
put to vote, the vote was as follows:

Mayor Ross: Yes

Vice Mayor Cooper: No

Commissioner Anderson: Yes

Commissioner Bernard: No

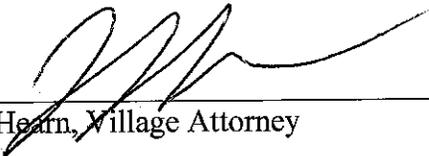
Commissioner Childress: Yes

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38 Attest:

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42 Maria Camara, Village Clerk

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Approved as to form:



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John J. Hearn, Village Attorney