



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 8/6/2019

To: Board of Supervisors, County of Sonoma
Department or Agency Name(s): Department of Emergency Management
Staff Name and Phone Number: Chris Godley / 565-1152
Vote Requirement: Majority
Supervisorial District(s): All Districts

Title:

Veale Outdoor Advertising - Contract for Digital Network Advertising

Recommended Action:

Delegate authority to the Director of Emergency Management to enter into an agreement with Veale Outdoor Advertising to support the County emergency Community Alert and Warning Program.

Executive Summary:

Veale Outdoor Advertising operates the large electronic billboard located adjacent to Highway 101 on behalf of the City of Rohnert Park. Veale is willing to host limited County emergency warning messages on the billboard at no cost.

Discussion:

Veale Outdoor Advertising operates the large electronic billboard located adjacent to Highway 101 on behalf of the City of Rohnert Park. Veale is willing to host County emergency warning messages on the billboard at no cost. In the event of an emergency warning or test of emergency warning systems, County staff will provide content to Veale Advertising which would then post the message on the electronic billboard for up to 30 minutes before putting message into rotation with other advertisements. There would be no cost to the County.

Prior Board Actions:

None.

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			

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Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

None.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

Veale Outdoor Advertising, Contract for Digital Network Advertising

Related Items "On File" with the Clerk of the Board:

None.