

1 [Outreach Advertising]

2  
3 **Resolution approving additional funds for outreach advertising in fiscal year 2001-**  
4 **2002.**

5 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide  
6 outreach advertising to those communities which may not be adequately served by the official  
7 newspaper (s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco  
8 Administrative Code; and,

9 WHEREAS, in each year, the Board of Supervisors shall designate the outreach  
10 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San  
11 Francisco Administrative Code; and,

12 WHEREAS, by adopting Resolution No. 745-01 on October 1, 2001, the Board of  
13 Supervisors designated the periodicals to provide outreach advertising and mandated that  
14 expenditures for the outreach advertising program in Fiscal Year 2001-2002 shall not exceed  
15 \$100,000 without further Board approval; and,

16 WHEREAS, the \$100,000 approved by the Board of Supervisors will be exhausted the  
17 week of April 22, 2002 and additional funds in the amount of ~~\$20,682~~ \$27,354 are needed to  
18 continue the outreach advertising program for the remainder of Fiscal Year 2001-2002; now,  
19 therefore, be it

20 RESOLVED, that the Board of Supervisors hereby approves funds in the amount of  
21 ~~\$20,682~~ \$27,354 to provide for outreach advertising expenditures in Fiscal Year 2001-2002.  
22  
23  
24  
25



City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Tails  
Resolution

File Number: 020333

Date Passed:

Resolution approving additional funds for outreach advertising in fiscal year 2001-2002.

April 8, 2002 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,  
Newsom, Peskin, Sandoval, Yee

File No. 020333

I hereby certify that the foregoing Resolution  
was ADOPTED on April 8, 2002 by the  
Board of Supervisors of the City and County  
of San Francisco.

Gloria L. Young  
Clerk of the Board

APR 19 2002

Date Approved

Mayor Willie L. Brown Jr.