

★ Roll Call Number

13-1339

Agenda Item Number

32

Date August 26, 2013

**APPROVING A LETTER FROM CITY MANAGER TO BE SENT TO LOCAL BUSINESSES REGARDING POTENTIAL ADVERTISING ON COMMUNITY VIDEO PROGRAM**

**WHEREAS**, the City Manager's Office desires to promote the City of Des Moines community; and

**WHEREAS**, CGI Communications, Inc., 130 East Main Street, Rochester, New York 14604 produces a community video program which is recommended by the US Conference of Mayors and the National League of Cities, which showcases the local community, including on-site videos and a message from a civic leader, with such videos linked to the City's website; and

**WHEREAS**, CGI Communications, Inc. will provide its services at no charge to the City of Des Moines but solicits local advertisers to advertise online in connection with the video program; and

**WHEREAS**, the City entered into an agreement with CGI Communications, Inc. which provides that a letter of introduction to potential advertisers will be provided by the City, subject to approval of the letter by the City Manager and the City Council; and

**WHEREAS**, the City Manager has reviewed the attached letter on City letterhead to be signed by the City Manager and recommends approval of the letter by the City Council; and

**WHEREAS**, Section 6-3 of the Des Moines Municipal Code requires the approval of the City Council for use of the City name for "any advertising scheme or plan where money is to be charged and received for such advertising".

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Des Moines, Iowa, that the City Council hereby approves the attached letter and the City Manager is authorized and directed to execute the same.

(Council Communication No. 13-448 ) Moved By Mahaffey to Adopt.

APPROVED AS TO FORM:  
Ann DiDonato  
 Ann DiDonato, Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE	✓			
COLEMAN	✓			
GRIESS	✓			
HENSLEY	✓			
MAHAFFEY	✓			
MEYER	✓			
MOORE	✓			
TOTAL	7			

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Diane Rauh City Clerk

MOTION CARRIED APPROVED  
T. M. Franklin Mayor