

# Council Communication

## May 19, 2015, Business Meeting

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### **Endorsement of Southern Oregon Birth Connections Fall Family Fair for the Purpose of Hanging a Banner**

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**FROM:**

Diana Shiple, Executive Assistant, shipletd@ashland.or.us

**SUMMARY**

The 5<sup>th</sup> annual Southern Oregon Birth Connections (SOBC) Fall Family Fair organizers would like to hang a banner across E. Main Street from November 2 - 8, 2015. However, per ODOT and City of Ashland regulations, the only banners allowed to be hung across E. Main Street are those for city events or city endorsed events. Council must decide if they will endorse this event for the purpose of hanging the banner.

**BACKGROUND AND POLICY IMPLICATIONS:**

City of Ashland and ODOT regulations require that all banners hung across E. Main Street be for city events or city endorsed events. Any non-city event must request endorsement by a city commission with final approval by the Council or must directly request endorsement from the Council in order to qualify for banner hanging. The SOBC Fall Family Fair is not a city event and therefore is requesting endorsement from the Council.

**COUNCIL GOALS SUPPORTED:**

7. *Keep Ashland a family-friendly community.*
  - 7.1 Support educational and enrichment programs in the community.
  - 7.2 Provide City promotion and marketing of family-oriented events.

**FISCAL IMPLICATIONS:**

Endorsement by the Council does not include waiver of any fees. SOBC Fall Family Fair organizers will be required to pay all fees associated with hanging the banner as well as any fees related to obtaining a special event permit.

**STAFF RECOMMENDATION AND REQUESTED ACTION:**

N/A

**SUGGESTED MOTION:**

I move approval of endorsement for the 2015 Southern Oregon Birth Connections Fall Family Fair for the purposes of hanging a banner across East Main Street.

**ATTACHMENTS:**

Banner application and Letter from SOBC



RECEIVED  
APR 17 2015

**BANNER APPLICATION**

Please fill in the information requested below and submit this form to the City Administrator, 20 E. Main Street, Ashland, OR 97520. Upon approval of your application by the City Administrator, the City of Ashland will obtain approval from ODOT, and then collect the \$125 fee.

Please write below exactly what will be printed on the banner. All banners will be reviewed for any offensive or inappropriate message content by the City of Ashland and ODOT. *Please note: No Advertising of any kind, No phone numbers, and No web or e-mail addresses are permitted on the banner.*

Southern Oregon Birth Connects presents  
~~the~~ our FREE Fall Family Fair  
Sunday, November 8, 2015 10am-4pm  
at the Ashland Springs Hotel

NAME OF ORGANIZATION: Souther Oregon Birth Connections

CONTACT PERSON: Andrea Laurel Merg PHONE: (541)631-8568

ADDRESS OF ORGANIZATION/CONTACT: P.O. BOX 602  
Ashland, OR 97520

WEEK REQUESTED FOR BANNER: Monday, Nov. 2, 2015 - Sunday, Nov 8, 2015

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(FOR CITY USE ONLY)

THIS APPLICATION IS:

- APPROVED FOR A CITY OF ASHLAND SPONSORED OR ENDORSED EVENT.
- NOT APPROVED.

DATE: \_\_\_\_\_ CITY ADMINISTRATOR

Date Fee Paid to City of Ashland: \_\_\_\_\_

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(FOR ODOT USE ONLY)

THE ABOVE APPLICATION IS:

- APPROVED
- NOT APPROVED.

DATE: \_\_\_\_\_ ODOT



## Southern Oregon Birth Connections

April 15, 2015

City of Ashland  
Ms. Diana Shiplet  
Executive Secretary  
20 East Main Street  
Ashland, OR 97520

Subject: Request for Endorsement of Southern Oregon Birth Connections to hang our banner

The 5<sup>th</sup> annual Southern Oregon Birth Connections (SOBC) Fall Family Fair will be held in Ashland on Sunday, November 8<sup>th</sup>, 2015. This event benefits the city of Ashland by bringing in families from all over Southern Oregon and Northern California. In an effort to deepen our community ties and benefit all the supportive local businesses, we make arrangements with local restaurants and shops to offer discounts to fair attendants, bringing the spending power of families from surrounding areas into downtown Ashland.

We put out a beautiful full color resource guide for families, in which many local businesses and practitioners advertise. One will be handed to each family attending the fair, inside of a goodie bag, which contains additional samples and materials directing family consumers to what is available to them in Ashland. One of our organization's goals is to reach further, attracting growing families from all over, by showing the kind of support that is possible during their childbearing years here in Ashland. All businesses and institutions benefit from SOBC attracting families to Ashland.

Our mission is empowering women and families through education, support, resources, and options throughout the childbearing years. We are not political. We hold no organizational position on what choices families make. We are passionate that families be given the information to make the choices they feel are best for them. If you would like to know more about us, please visit our website [www.southernoregonbirthconnections.com](http://www.southernoregonbirthconnections.com) or email us at [info.sobc@gmail.com](mailto:info.sobc@gmail.com). We are a 501(c)(3) and our EIN is 46-1491635.

This year, we are aiming to get the word out about this event in an even bigger way. In the effort to do so, we would like to hang our banner across East Main Street. Per the City of Ashland and ODOT rules, banners across East Main Street are for City endorsed events only. We are requesting that the City Council endorse, for the purposes of hanging the banner only for our SOBC event. This endorsement request does not have any financial obligation. SOBC will pay the \$125 banner hanging fee.

Sincerely with Gratitude,

Andrea Laurel Merg, MS  
Current Treasurer  
Southern Oregon Birth Connections  
PO Box 602  
Ashland, OR 97520  
541.631.8568

RECEIVED  
APR 16 2015