



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of the City Council
FROM: Sandra Kandell, Deputy City Clerk
MEETING DATE: November 16, 2016
SUBJECT: Designation of Official City Newspapers
CEQA: Does not constitute a "Project" under California Environmental Quality Act (CEQA) Guidelines

RECOMMENDATION

Authorize the City Manager to award the designation of 2017-2018 Official Newspaper to the Monterey Herald, Monterey County Weekly, and Cedar Street Times.

DISCUSSION

Article 42 of the City Charter provides:

The Council shall advertise annually for bids for a contract or contracts for official publications, ordinances and other legal notices required to be published;

The newspaper or newspapers to which such a contract or contracts are awarded shall be known as an Official Newspaper of the City;

Rates for publishing public notices shall not exceed the customary rates charged for publishing legal notices of a private character;

Each bidder seeking to qualify as an Official Newspaper was required to include with its bid a verifiable statement of both net paid circulation and net unpaid circulation of its newspaper within the City; and

The Council may accept more than one bid in any year. During any such year the City may utilize one or more of said Official Newspapers for any legal publications.

City staff sent out Requests for Bids (RFB) to four local newspapers. The newspapers receiving the RFB included:

- Cedar Street Times
- Monterey County Weekly
- The Monterey Herald
- The Carmel Pine Cone

The City Clerk received bids from the Cedar Street Times, the Monterey County Weekly, and the Monterey Herald. After reviewing the bids, it is recommended that Council name all three as Official City Newspapers to provide staff flexibility for demographic reach depending upon the matter to be published.

The Monterey Herald offers daily advertising (including Saturday and Sunday). The Monterey County Weekly is a widely-distributed publication that could be useful when prominence would be helpful, or when a back-up is desirable or appropriate. The Cedar Street Times is Pacific Grove-specific, and could be used when the matter is of interest primarily to Pacific Grove citizens, or when a back-up is desirable or appropriate.

In the near future, staff will propose a publication protocol once it has determined the City's overall advertising requirements/needs.

FISCAL IMPACT

Staff anticipates designating all three papers as Official City Newspapers will increase efficiency of the public notice process, and maintain the current level of expenditure for such services.

ATTACHMENTS

1. Resolution

RESPECTFULLY SUBMITTED:



Sandra Kandell
City Clerk

REVIEWED BY:



Ben Harvey
City Manager

RESOLUTION NO. 16-xxx

**RESOLUTION DESIGNATING
OFFICIAL NEWSPAPERS OF THE
CITY OF PACIFIC GROVE**

FACTS

1. Article 42 of the City Charter of the City of Pacific Grove requires the City to advertise bids for a contract or contracts for official publications, ordinances and other notices requiring publication.
2. The newspaper or newspapers to which such a contract or contracts are awarded shall be known as an “Official Newspaper of the City.”
3. The City distributed Requested for Bids (RFB) to four local newspapers to become an Official City Newspaper.
4. Newspapers submitting bids included the Monterey Herald, the Monterey County Weekly and the Cedar Street Times.
5. The City Clerk reviewed the three bids and compared publication/circulation figures.
6. The City Clerk is recommending, for reasons of business necessity, that three be named Official Newspapers of the City. The newspapers are the Monterey Herald, the Monterey County Weekly and the Cedar Street Times.
7. The City Council may accept more than one bid in any year as the City may utilize one or more of said Official Newspapers for any legal publications.
8. The Action proposed by this Resolution does not constitute a “Project” as defined under California Environmental Quality Act (CEQA), CEQA Guideline section 15378.

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF
PACIFIC GROVE:**

1. The Council determines each of the Facts set forth above is true and correct, and by this reference incorporates those Facts as an integral part of this Resolution.
2. The Council agrees that from time to time it is necessary and expeditious for staff to have the option and convenience of more than one Official City Newspaper.
3. The Official City Newspapers shall be the Monterey Herald, the Monterey County Weekly and the Cedar Street Times and this shall become effective on upon the date it is passed and adopted.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE
this 16th day of November, 2016, by the following vote:

AYES:

NOES:

ABSENT:

APPROVED:

BILL KAMPE, Mayor

ATTEST:

SANDRA KANDELL, City Clerk

APPROVED AS TO FORM:

DAVID C. LAREDO, City Attorney