

MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



1.1

On motion of Supervisor Spiegel, seconded by Supervisor Jeffries and duly carried by unanimous vote, IT WAS ORDERED, FOUND AND DETERMINED that the following ordinances were duly published:

<u>ORDINANCE</u>	<u>DATE</u>	<u>NEWSPAPER</u>
No. 954	January 16, 2020	The Press-Enterprise

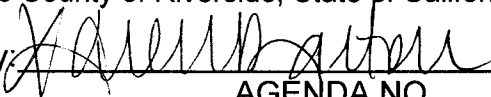
Roll Call:

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
Nays: None
Absent: None

I hereby certify that the foregoing is a full, true and correct copy of an order made and entered on February 25, 2020 of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors
Dated: February 25, 2020
Kecia R. Harper, Clerk of the Board of Supervisors, in and for
the County of Riverside, State of California.

(seal)

By: , Deputy

AGENDA NO.

1.1

ATTACHMENTS FILED WITH
THE CLERK OF THE BOARD



CALL (951) 368-9222
EMAIL: legal@pe.com

THE PRESS-ENTERPRISE

DATE	ORDER NUMBER	PO Number	PRODUCT	SIZE	Amount
1/16/20	0011353571		PE Riverside	4 x 143 Li	743.60

Invoice text: Ordinance 954

RUTTS
1/7/2020 15.5

Placed by: Karen Lynn Barton

Legal Advertising Memo Invoice

BALANCE DUE
743.60

SALES/CONTACT INFORMATION		ADVERTISER INFORMATION			
Nick Eller 951-368-9229	BILLING DATE 01/16/2020	BILLED ACCOUNT NUMBER 5209148	ADVERTISER/CLIENT NUMBER 5209148	ADVERTISER/CLIENT NAME BOARD OF SUPERVISORS	



THE PRESS-ENTERPRISE

Legal Advertising Memo Invoice

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR REMITTANCE

ADVERTISER/CLIENT NAME		
BOARD OF SUPERVISORS		
BILLING DATE 01/16/2020	BILLED ACCOUNT NUMBER 5209148	ADVERTISER/CLIENT NUMBER 5209148
BALANCE DUE 743.60	ORDER NUMBER 0011353571	TERMS OF PAYMENT DUE UPON RECEIPT

BILLING ACCOUNT NAME AND ADDRESS

REMITTANCE ADDRESS

BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE
'PO BOX 1147'
RIVERSIDE, CA 92502

CALIFORNIA NEWSPAPER PARTNERSHIP
dba The Press-Enterprise
PO Box 65210
Colorado Springs, CO 80962-5210

THE PRESS-ENTERPRISE

1825 Chicago Ave, Suite 100
Riverside, CA 92507
951-684-1200
951-368-9018 FAX

**PROOF OF PUBLICATION
(2010, 2015.5 C.C.P)**

Publication(s): The Press-Enterprise

PROOF OF PUBLICATION OF

Ad Desc.: Ordinance 954 /

I am a citizen of the United States. I am over the age of eighteen years and not a party to or interested in the above entitled matter. I am an authorized representative of THE PRESS-ENTERPRISE, a newspaper in general circulation, printed and published daily in the County of Riverside, and which newspaper has been adjudicated a newspaper of general circulation by the Superior Court of the County of Riverside, State of California, under date of April 25, 1952, Case Number 54446, under date of March 29, 1957, Case Number 65673, under date of August 25, 1995, Case Number 267864, and under date of September 16, 2013, Case Number RIC 1309013; that the notice, of which the annexed is a printed copy, has been published in said newspaper in accordance with the instructions of the person(s) requesting publication, and not in any supplement thereof on the following dates, to wit:

01/16/2020

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Date: January 16, 2020
At: Riverside, California



Legal Advertising Representative, The Press-Enterprise

BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE
PO BOX 1147
RIVERSIDE, CA 92502

Ad Number: 0011353571-01

P.O. Number:

Ad Copy:

BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA

ORDINANCE NO. 954
AN ORDINANCE OF THE COUNTY OF RIVERSIDE TO PROVIDE
FOR COMMERCIAL USES OF CERTAIN RIVERSIDE UNIVERSITY
HEALTH SYSTEM PROPERTY PURSUANT TO GOVERNMENT
CODE §§ 26109 AND 26110

The Board of Supervisors of the County of Riverside ordains as follows:

Section 1. **PURPOSE.** The purpose for this Ordinance is to adopt procedures for the review and approval of proposed commercial uses of certain County property.

Section 2. **AUTHORITY.** This Ordinance is adopted pursuant to the authority of Government Code Sections 26109 and 26110.

Section 3. **COMMERCIAL USES OF CERTAIN COUNTY PROPERTY.**

The Board of Supervisors may authorize any of the following commercial uses of certain County property, consistent with an approved County marketing plan supporting the development and operations of the County's Health System:

- The licensing, for a fee or other consideration, of the private commercial uses of the County name, logos, or other intellectual property, or the depiction of certain County property;
- The donation of facilities or informational brochures, messages, or broadcasts which publicize acknowledgment of a sponsor's financial assistance; and,
- The sale of advertising space on certain County real or personal property, or in County printed or electronic publications, including website pages, informational brochures, broadcasts, and other messages, for the sole purpose of raising revenue for the County's Health System.

Section 4. **REQUIREMENTS FOR AGREEMENTS.**

Agreements to confer any of the rights enumerated in Section 3 of this ordinance and to acknowledge donated moneys, goods, or services may be made in the manner and under terms and conditions approved by the Board of Supervisors. Any agreement which the County seeks to enter into pursuant to this ordinance is solely at the discretion of the Board of Supervisors and shall be presented at a duly noticed public hearing in compliance with the requirements of Government Code §54954.2.

Section 5. **RESTRICTION AGAINST IMPERSONATION.**

No commercial arrangement may be entered into under which the logo or seal of the County or any of its departments can be reproduced and distributed in a manner to enable impersonation of a County official or employee.

Section 6. **INTERPRETATION.**

- The authorities granted under this ordinance shall apply only to County property used, operated, leased or held by or on behalf of the County's health system - known as "Riverside University Health System."
- Nothing in this section is intended to vest in any person the right to enter into an agreement with the County.

Section 7. **LIMITATIONS.**

- The requirements of this Ordinance are in addition to, and do not replace, any or all requirements that apply to advertising, advertising displays and advertising structures that are subject to the requirements of the California Outdoor Advertising Act and any legislative amendments or reenactments of the Act. To the extent that there are any inconsistencies between the requirements of this ordinance and the Act, the requirements of the Act shall control.
- The type, location, size, content and duration of the advertising display that may be placed by any party pursuant to this ordinance shall be specified by the Board of Supervisors in a written agreement.
- A person to whom the right to advertise is conferred shall comply with all terms and conditions of the written agreement, the regulations of the California Outdoor Advertising Act, or any legislative amendments or reenactment of the regulations provided for in that Act, and the ordinances of Riverside County.

Section 8. **MARKETING PLAN; ANNUAL REVIEW.**

Prior to the granting of any rights under this ordinance, the Assistant County Executive Officer (CEO) RUHS Health and Hospital Services shall develop a marketing plan which complies with the requirements of Government Code § 26110(a)(1), and the Board of Supervisors shall adopt such marketing plan by resolution. The Assistant CEO shall annually review the marketing plan and the performance of agreements issued under this ordinance. The Assistant CEO shall draft written findings of the annual review which shall be adopted by the Board of Supervisors with or without modification.

Section 9. **SEVERABILITY.**

If any provisions, clause, sentence or paragraph of this ordinance or application thereof to any person or circumstances shall be held invalid, such invalidity shall not affect the other provisions of this ordinance which can be given effect without the invalid provision or application, and to this end, the provisions of this ordinance are hereby declared to be severable.

Section 10. **EFFECTIVE DATE.**

This ordinance shall take effect thirty (30) days after its adoption.

V. Manuel Perez, Chairman of the Board

I HEREBY CERTIFY that at a regular meeting of the Board of Supervisors of said County, held on January 7, 2020, the foregoing Ordinance consisting of ten (10) sections was adopted by said Board by the following vote:

AYES: Jeffries, Spiegel, Washington, Perez and Hewitt
NAYS: None
ABSENT: None

Kecia R. Harper, Clerk of the Board
By: Karen Barton, Deputy Clerk of the Board