

The Village of Howard, Wisconsin

IN THE NAME AND BY THE AUTHORITY OF THE VILLAGE OF HOWARD, WISCONSIN

RESOLUTION #2010-41

“Establishing a Policy for the Lease of Velp Avenue Banner Space”

WHEREAS, the Village of Howard owns a banner support system that hangs over Velp Avenue; and

WHEREAS, the Village of Howard is generally supportive of events occurring in the Village of Howard; and

WHEREAS, the Village of Howard desires to provide opportunities for Howard residents and businesses to advertise special not-for-profit events in the Village of Howard; and

WHEREAS, the Village of Howard uses the banner space infrequently and desires to make it available to other entities.

NOW THEREFORE, BE IT RESOLVED, the Village Board of Trustees in Howard, Wisconsin

- does hereby establish a lease policy for the banner space on Velp Avenue as follows: The banner space may only be leased by Village residents or businesses for not-for-profit events occurring in the Village of Howard, or by non-residents for not-for-profit events occurring in Howard.
- The cost to lease the banner space shall be \$350 and may be adjusted by the Village Board as it deems necessary.
- The banner space shall only be leased to advertise not-for-profit events or gatherings and shall not be used for individual business advertising.
- Advertising for events of a political nature shall not be permitted.
- Corporate logos of businesses sponsoring an event in Howard shall be permitted.
- All applicants for banner space must fill out a banner lease application form.
- Applications for banner space will be processed on a first-come, first-served basis.
- All banners shall be reviewed by the Village of Howard's Engineering Department for structural integrity prior to being reviewed by the Village Board.
- All banners and applications shall be reviewed and approved or denied by the Village Board.
- The use of the banner poles are subject to any other applicable regulations and approvals of the Village of Howard and Brown County Highway Department
- Any events sponsored by the Village of Howard shall take precedence over any pending banner applications.
- Banners shall be permitted for a maximum of 17 days prior to the date of the event being advertised.
- The Village of Howard is not responsible for any damage to the banner during the process of installation, removal or during the time the banner is displayed.
- In the event that the banner is not displaying properly after it is installed, the applicant may request Village staff to re-hang the banner at a cost of \$135 to the applicant.

IN THE TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal for the Village of Howard, Wisconsin to be affixed. Done this 25th day of October, 2010.

Burt R. McIntyre, Village President

Attest:

Robert Bartelt, Interim Village Administrator/Clerk

