

Subject: Allocation of District Advertising Funds.

Date: Mon, 2 Feb 2004 10:00:57 -0800

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To: "FONVCA (E-mail)" <fonvca@fonvca.org>

A MESSAGE FROM ERNIE CRIST

My motion regarding the allocation of advertising funds by the District which is before Council tonight should be supported since it is based on fairness and solid business principles. It should not be left in the hands of any one individual either outside or inside the municipal hall. My motion also calls for input from FONVCA. In general I believe the advertising space should be increased - raising civic awareness is the key to solving our problems.

My motion calls for the allocation of District advertising money based on 3 criteria.

- 1) Door to Door delivery,
- 2) Coverage of Council agenda issues and business,
- 3) Cost of space,

Ernie Crist

