

Council Business Meeting

3/15/2022

Agenda Item	East Main Street Banner Request for the Ashland Food Co-op	
From	Joseph Lessard	City Manager
Contact	joe.lessard@ashland.or.us	541-552-2046

SUMMARY

The Ashland Food Co-op is seeking approval to hang a banner over East Main Street for their 50th Anniversary and also their Earth Day event. As the Co-op has not received grant funding from the City, the organizers received a letter of support from the Conservation and Climate Outreach Commission and are now asking for approval from the City Council.

POLICIES, PLANS & GOALS SUPPORTED

N/A

PREVIOUS COUNCIL ACTION

N/A

BACKGROUND AND ADDITIONAL INFORMATION

The City allows banners to be hung across East Main Street for events sponsored or endorsed by the City of Ashland only. The most common endorsements are for an organization to receive grant funding from the City through the Economic, Cultural, Tourism, and Sustainability (ECTS) grant program. As the Ashland Food Co-op has not been a recipient of the ECTS grants, they instead have gone through the process to receive endorsement from a City Commission with final approval from the City Council.

FISCAL IMPACTS

Approval of the endorsement will not cost the City any money. The banner permit fee of \$125 per week will be paid (to the Electric department) by the applicant once the permit application is allowed to be submitted.

STAFF RECOMMENDATION

Staff recommends approving the endorsement of the Ashland Food Co-op's banner request as they have gone through the process and met the requirements.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to confirm the endorsement of the Ashland Food Co-op banner request.
2. I move to deny the endorsement of the Ashland Food Co-op banner request.

REFERENCES & ATTACHMENTS

Attachment #1: Banner Request from Ashland Food Co-op banner request

Attachment #2: Endorsement Letter from Conservation and Climate Outreach Commission

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.**

Side #1 AFC Logo = Earth Day Celebration
4-24 Co-op Store Get Going • Get Growing

Side #2 AFC Logo = 50th Anniversary Community Celebration
Music - Food - Fun - Love June 3rd Co-op Store

NAME OF ORGANIZATION/: ~~Co-op~~ Ashland Food Co-op

CONTACT PERSON: Tracy Kaiser PHONE: 541-727-2699

ADDRESS OF ORGANIZATION/CONTACT: 237 N. 1st St
Ashland, OR 97520

WEEK REQUESTED FOR BANNER: Earth Day Message 2 or 3 weeks
if available = Event date = 4-24

50th Anniversary Banner = Side #2
(FOR CITY USE ONLY) 2 or 3 weeks if Avail
Event date = 6-3

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: _____

(FOR ODOT USE ONLY)

THE ABOVE APPLICATION IS:

APPROVED
NOT APPROVED.

DATE: _____ ODOT

Revised 2/22/12





**ASHLAND
FOOD CO+OP**
— EST. 1972 —



EARTH DAY CELEBRATION

GET GROWING, GET GOING



APRIL 24TH
12PM TO 3PM • CO-OP STORE



ASHLAND
FOOD CO+OP
EST. 1972

50TH ANNIVERSARY COMMUNITY CELEBRATION

MUSIC - FOOD - LOCAL BEER AND WINE - FUN - LOVE

JUNE 3RD

5PM TO 8PM • CO-OP STORE



January 6, 2022

To: City of Ashland Conservation and Climate Outreach Commission
Re: Request for Endorsement

Dear Commissioners,

This year the Ashland Food Co-op is celebrating 50 years of supporting our community and local agriculture, and promoting sustainability education and outreach about the environment and natural resources. For specifics, please refer to our 2030 Sustainability Vision and our annual Sustainability Reports available here:

<https://ashlandfood.coop/about-us#sustainability>

To help commemorate this anniversary we wish to display a banner on East Main Street for a time available between February and June this year. We have submitted a request to City Administration, and heard back in part that...

"[The City] allows banners for events sponsored or endorsed by the City. An endorsement can be obtained... [by having] a City Commission or Committee formally agree to endorse (a letter addressed to Administration from the Commission or Committee Chair required) followed by the City Council giving final approval of the endorsement..."

In reviewing City commissions, it is clear to us that the Conservation and Climate Outreach Commission has a close affinity with the Co-op's mission and sustainability modeling for the community.

Would you please offer a letter of endorsement for our request to hang a commemorative banner above East Main Street? I believe such an endorsement should be sent to the attention of Elizabeth Taylor, Administrative Supervisor, City of Ashland, Administration at elizabeth.taylor@ashland.or.us / (541) 552-2100.

Thank you for your consideration.

Very truly,

Emile Amarotico (he/him/his)

General Manager

GM@AshlandFood.coop

541-552-5452

7 March 2022

Dear City of Ashland Administration-

I am writing to endorse the application of the Ashland Food Co-op (AFC) for a banner across Main Street commemorating their 50th Anniversary and also their Earth Day event.

On February 24, 2022, the Conservation and Climate Outreach Commission (CCOC) voted unanimously to endorse the Ashland Food Co-op's upcoming events. The Climate and Energy Action Plan (CEAP) directs the City to support sustainable and accessible local production and consumption. The AFC is a key partner in the City's efforts to reduce greenhouse gas emissions related to consumption (almost half our emissions) and provide access to local and sustainable goods and food.

We look forward to celebrating the AFC's 50th Anniversary in 2022.

Sincerely,

Marni Koopman

Marni Koopman, Chair
Conservation and Climate Outreach Commission