

ORDINANCE NO. 2023- 66

ORDINANCE AMENDING ORDINANCE 98-7, CHAPTER 46, ARTICLE I OF THE CODE OF THE CITY OF VINELAND ENTITLED TRAINING PROGRAMS THROUGH POLICE ACADEMY.

WHEREAS, on February 10, 1998, City Council adopted Ordinance 98-7, Chapter 46, Article I of the Code of the City of Vineland establishing fees for the Police Academy Training Program; and

WHEREAS, as the Police Academy no longer exists, the fees established pursuant to Article I of Chapter 46 are no longer necessary as the same are controlled by Chapter 123 of the Code of the City of Vineland entitled Police Department; Composition, Membership, Regulations; and

WHEREAS, the City of Vineland has created an application (app) to be utilized by the public for quick access and real-time collaboration with municipal staff, finding event information and important notifications to be downloaded onto electronics such as cell phone and computers known as the MyVineland App which is available to be downloaded from the Apple Store or Google Play Store; and

WHEREAS, in order to supplement the cost for the app and to provide valuable advertising opportunities to businesses, the City shall provide an opportunity for said businesses to advertise on the app pursuant to policies controlling the app and its use.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Vineland that a portion of Ordinance 98-7, Chapter 46, Article I of the Code of the City of Vineland be deleted in its entirety and replaced as follows:

Article I. MyVineland App Advertising;

Section 46-1 Establishment of Fees and Ad Size

- A. Ad Size and Operation Ad size shall be 3503 x2756 pixels JPEG or PNG Static only. Ads shall be 24 hour Community Access rotating every .06 Seconds. Minimum 14,000 exposures daily and updated as needed. – Ad will be submitted in high resolution digital format (JPEG or PNG). Ad banners have the ability to connect to a provided link to a website or social media content. The Ad will be reviewed by Information Systems personnel for functionality and viability and will communicate any issues. Content will have 24 hour access to the community via rotating slides on the app. Ad can be updated as needed on a weekly or monthly basis.
- B. Fees. The range of fees for the ad size and operation shall be from \$100.00 to \$500.00 per month and contracts shall be on a month to month basis on a first come first serve basis
- C. Setting Fees. The Business Administrator, Chief Financial Officer and the head of the Division of Information Systems of the City of Vineland shall be responsible for establishing fees for advertisement on the MyVineland App based upon the cost accounting records for the app operation, which shall be reviewed and posted in the Office of the Clerk and Business Administrator on the 10th of January yearly to be effective the 1st day of February of each year..

Section 46-2 Policies for Use Control Service and Content

- A. Policies for the use, control, service and content shall be adopted by City Council and amended from time to time upon the recommendation of the Business Administrator and on file in the Offices of the Clerk and Business Administrator and available to the public for review.

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BE IT FURTHER ORDAINED that the balance of Ordinance not amended hereby shall remain in full force and effect.

BE IT FURTHER ORDAINED that should any portion of this Ordinance be deemed unenforceable by a court of competent jurisdiction, that portion so determined to be unenforceable, shall be void and the balance hereof shall remain in full force and effect.

BE IT FURTHER ORDAINED that should any Ordinance or portion thereof be inconsistent herewith, such Ordinance or portion thereof shall be void to the extent of such inconsistencies.

This Ordinance shall take effect upon adoption and publication according to law.

Passed first reading:

Passed final reading:

President of Council

Approved by the Mayor:

Mayor

ATTEST:

City Clerk