

2 **RESOLUTION: Authorize a Print Media Licensing Agreement Between Winnebago County**  
3 **and Calumet Publishing Inc**

4  
5 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

6 **WHEREAS**, Calumet Publishing Inc. is the publisher of a monthly newspaper, *The Scene*, which serves the  
7 Oshkosh and Fox Cities areas as well as Fond du Lac; and

8 **WHEREAS**, Calumet Publishing Inc. desires to enter into a media licensing agreement with Winnebago  
9 County whereby Calumet Publishing Inc. would become the print media provider of the Winnebago County Parks  
10 Department and would thereby be provided with exclusive rights to maintain a mutually favorable relationship with  
11 the Parks Department that would serve the marketing interests and efforts of both parties; and

12 **WHEREAS**, pursuant to this Agreement, Calumet Publishing Inc. would be granted rights allowing it to install  
13 up to three (3) advertising signs at specific locations included on a list of predetermined Parks Department  
14 properties; and

15 **WHEREAS**, pursuant to this agreement, Calumet Publishing Inc. would be granted rights allowing onsite  
16 presence during events at a predetermined location regardless of event sponsor, the ability to set up a display selling  
17 papers on predetermined sites, three (3) banners to be located at predetermined sites, flyers in kiosks at boat  
18 landings and trail heads, and their logo on the Parks Department web page with a link to the Calumet Publishing Inc.  
19 web page; and

20 **WHEREAS**, in exchange for both its financial and material support, Winnebago County will receive a  
21 minimum of six (6) one-half page minimum advertisements at half of the published rate card price and a monthly  
22 listing of calendar events for the Parks Department within the newspaper and on the Calumet Publishing Inc.  
23 website; and

24 **WHEREAS**, said agreement shall run through December 31, 2015, with Calumet Publishing Inc. being  
25 provided the first right to renegotiate said agreement for an additional term. A copy of said agreement may be  
26 obtained from the Winnebago County Parks Director or the Winnebago County Corporation Counsel's Office and is  
27 incorporated herein by reference as part of this Resolution.

28 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby  
29 authorizes the Winnebago County Executive and the Winnebago County Clerk to enter into an agreement with  
30 Calumet Publishing Inc. for the exclusive right to maintain three (3) advertising signs on predetermined Parks  
31 Department properties, which shall run through December 31, 2015, and shall contain those major terms described  
32 above.  
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34 Respectfully submitted by:

35 **PARKS AND RECREATION COMMITTEE**

36 Committee Vote: **5-0**

37 Vote Required for Passage: **Majority of Quorum**

38 Approved by the Winnebago County Executive this \_\_\_\_ day of \_\_\_\_\_, 2013.

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40  
41 \_\_\_\_\_  
42 Mark L Harris  
43 Winnebago County Executive