

2 **RESOLUTION: Authorize a Three-Year Online Media Licensing Agreement Between**  
3 **Winnebago County and Oshkosh Independent Online Newspaper Inc**

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6 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

7 **WHEREAS**, the Oshkosh Independent Online Newspaper Inc desires to enter into an on-line media licensing  
8 agreement with Winnebago County whereby the Oshkosh Independent Online Newspaper Inc would become the on-  
9 line media provider of the Winnebago County Parks Department and would thereby be provided with exclusive rights  
10 to maintain a mutually favorable relationship with the Parks Department that would serve the marketing interests and  
11 efforts of both parties; and

12 **WHEREAS**, pursuant to this agreement, the Oshkosh Independent Online Newspaper Inc shall be granted  
13 rights allowing it to install up to five (5) advertising signs at specific locations included on a list of predetermined  
14 Parks properties; and

15 **WHEREAS**, pursuant to this agreement, the Oshkosh Independent Online Newspaper Inc shall be granted  
16 rights allowing on site presence during events at a predetermined location regardless of event sponsor, five (5)  
17 banners to be located at predetermined sites and flyers in kiosks at boat landings and trail heads along with their  
18 logo on the Parks web page with a link to their web page; and

19 **WHEREAS**, in exchange for the advertising exposure made available to it by Winnebago County, the Oshkosh  
20 Independent Online Newspaper Inc shall provide the Winnebago County Parks Department with certain promotional  
21 privileges including the right to post specified advertising related materials within a minimum of one (1) weekly online  
22 advertisement on main page of the Oshkosh Independent Online Newspaper Inc's of a size to be determined on said  
23 weekly basis, and publication of events held at Winnebago County Parks facilities in each online edition's event  
24 calendar; and

25 **WHEREAS**, said agreement shall run through December 31, 2019, with the Oshkosh Independent Online  
26 Newspaper Inc being provided the first right to renegotiate said agreement for an additional term. A copy of said  
27 agreement may be obtained from the Winnebago County Parks Director or Winnebago County Corporation Counsel  
28 and is hereby incorporated by reference and made a part of this resolution.

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30 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby  
31 authorizes the Winnebago County Executive and Winnebago County Clerk to enter into an on-line media agreement  
32 allowing the Oshkosh Independent Online Newspaper Inc to become the on-line media provider of the Winnebago  
33 County Parks Department for the exclusive right to maintain a mutually favorable relationship intended to benefit the  
34 marketing efforts of both parties for a period running through December 31, 2019, with the agreement containing  
35 those major terms described above.

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37 **Fiscal Note:** Although Winnebago County will not receive any direct monetary benefit as a result of this online  
38 media agreement, the Winnebago County Parks Department will derive value from the free advertising  
39 exposure provided through its relationship with Oshkosh Independent Online Newspaper Inc.

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Respectfully submitted by:

**PARKS AND RECREATION COMMITTEE**

Committee Vote: **4-0**

Respectfully submitted by:

**PERSONNEL AND FINANCE COMMITTEE**

Committee Vote: **4-0**

Vote Required for Passage: **Majority of Those Present**

Approved by the Winnebago County Executive this \_\_\_\_ day of \_\_\_\_\_, 2016.

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Mark L Harris  
Winnebago County Executive