

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business  
2 Exchange; Sing Tao Daily; World Journal SF LLC; El Reportero; Bay Area Reporter; The  
3 Potrero View; Jasmine Blue Media, dba Marina Times - FY2017-2018]

4 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**  
5 **City and County of San Francisco for the African American community; *Sing Tao Daily***  
6 **and *World Journal SF LLC* to be the outreach periodical of the City and County of San**  
7 **Francisco for the Chinese community; *El Reportero* to be the outreach periodical of the**  
8 **City and County of San Francisco for the Hispanic community; *Bay Area Reporter* to be**  
9 **the outreach periodical of the City and County of San Francisco for the Lesbian, Gay,**  
10 **Bisexual and Transgender community; *The Potrero View* to be the neighborhood**  
11 **outreach periodical of the City and County of San Francisco for the Potrero Hill,**  
12 **Bayview, Mission Bay and SoMa neighborhoods; and *Jasmine Blue Media, dba Marina***  
13 ***Times*, to be the neighborhood outreach periodical of the City and County of San**  
14 **Francisco for the Marina and Cow Hollow neighborhoods; to provide outreach**  
15 **advertising for FY2017-2018.**

16  
17 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach  
18 advertising to those communities which may not be adequately served by the official  
19 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

20 WHEREAS, In each year, the Board of Supervisors shall designate the outreach  
21 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative  
22 Code; and,

23 WHEREAS, The Board of Supervisors may designate neighborhood outreach  
24 periodical, pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it  
25

1 RESOLVED, That the Board designates the following periodicals, which circulate  
2 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
3 periodicals for the indicated communities for FY2017-2018:

- |                           |                                                 |
|---------------------------|-------------------------------------------------|
| 4 African American        | <i>Small Business Exchange</i>                  |
| 5 Chinese                 | <i>Sing Tao Daily; and World Journal SF LLC</i> |
| 6 Hispanic                | <i>El Reportero</i>                             |
| 7 Lesbian, Gay, Bisexual, | <i>Bay Area Reporter</i>                        |
| 8 Transgender             |                                                 |

9  
10 FURTHER RESOLVED, That the Board designates the following neighborhood  
11 outreach periodical for the indicated neighborhood(s) for FY2017-2018:

- |                           |                                                     |
|---------------------------|-----------------------------------------------------|
| 13 Potrero Hill, Bayview, | <i>The Potrero View; and be it</i>                  |
| 14 Mission Bay and SOMA   |                                                     |
| 15 Marina and Cow Hollow  | <i>Jasmine Blue Media, doing business as Marina</i> |
| 16                        | <i>Times</i>                                        |

17  
18 FURTHER RESOLVED, That the Office of Contract Administration is hereby  
19 authorized to enter into contracts with these designated outreach periodicals and said  
20 contracts must be in accordance with all the contracting requirements of the City and County  
21 of San Francisco.



City and County of San Francisco

Tails
Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 170647

Date Passed: June 27, 2017

Resolution designating Small Business Exchange to be the outreach periodical of the City and County of San Francisco for the African American community; Sing Tao Daily and World Journal SF LLC to be the outreach periodical of the City and County of San Francisco for the Chinese community; El Reportero to be the outreach periodical of the City and County of San Francisco for the Hispanic community; Bay Area Reporter to be the outreach periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and Transgender community; The Potrero View to be the neighborhood outreach periodical of the City and County of San Francisco for the Potrero Hill, Bayview, Mission Bay and SoMa neighborhoods; and Jasmine Blue Media, dba Marina Times, to be the neighborhood outreach periodical of the City and County of San Francisco for the Marina and Cow Hollow neighborhoods; to provide outreach advertising for FY2017-2018.

June 15, 2017 Budget and Finance Committee - AMENDED

June 15, 2017 Budget and Finance Committee - RECOMMENDED AS AMENDED

June 21, 2017 Budget and Finance Committee - AMENDED

June 21, 2017 Budget and Finance Committee - RECOMMENDED AS AMENDED

June 27, 2017 Board of Supervisors - ADOPTED

Ayes: 11 - Breed, Cohen, Farrell, Fewer, Kim, Peskin, Ronen, Safai, Sheehy, Tang and Yee

File No. 170647

I hereby certify that the foregoing Resolution was ADOPTED on 6/27/2017 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor

7/7/2017
Date Approved