



RESOLUTION 2021-095

ESTABLISHING A BUY-BACK PROGRAM FOR FEATHER SIGNS

WHEREAS, the City adopted Ordinance 2020-005 which made it clear that feather signs were prohibited in the City of Sherwood; and

WHEREAS, the City recognized that a number of businesses were displaying feather signs and that it was an important advertising mechanism; and

WHEREAS, City further recognized that the businesses incurred costs to purchase feather signs without knowing that they would be prohibited; and

WHEREAS, the City does not want to add any additional burden on businesses that have already struggled so much with the Covid-19 pandemic; and

WHEREAS, the City determined that it would be beneficial to help compensate businesses that had purchased a feather sign(s) so that they could find and fund alternate means of advertisement and outreach; and

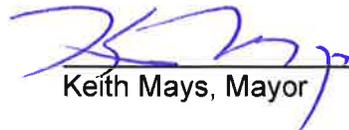
WHEREAS, the City determined that the most effective and least burdensome method to compensate businesses for the loss of being able to display feather signs for their business was to establish a program to "buy back" the feather signs.

NOW, THEREFORE, THE CITY OF SHERWOOD RESOLVES AS FOLLOWS:

Section 1. The City Council hereby establishes a program, the terms of which are outlined in the attached Exhibit A, to buy back feather signs from existing businesses in Sherwood.

Section 2. This Resolution shall be effective upon its approval and adoption.

Duly passed by the City Council this 2nd of November, 2021.



Keith Mays, Mayor

Attest:



Sylvia Murphy, MMC, City Recorder

Feather Sign Buy-Back Program Details

Roll out – November-January 31, 2022

Code Compliance will provide education directly to businesses with feather signs during initial phase

- Provide flyer about new rules
- Provide information on buy-back program
- Provide copy of form/process for buy-back program

Announce the program via: direct email/mail to business licensees in case there are businesses that have signs for certain occasions, but they are not up the entire time.

Coordination with the chamber to share the information about the program and the new rules

Program details:

1. Business must have valid Sherwood Business license
2. Must provide completed form along with feather signs to be compensated.
3. Amount of compensation varies based on the number of signs:
 - \$50 for 1 sign
 - \$100 for 2-3 signs
 - \$200 for more than 3 signs (max)
4. Businesses may only submit once for the buy-back program.
5. After submittal of form requesting buy back and signs, staff will process to have a check run and mailed to business. All legally required documentation must be provided to support issuance of a check for financial auditing purposes
6. Program will run from November to February 1, 2022, after which no more buy-back is possible and enforcement of feather signs will begin
7. The City will dispose of feather signs obtained through the program
8. Upon closure of the program, program documentation will be retained by the Finance department for auditing purposes in accordance with financial and public record laws.

Estimated costs for program:

Assuming there are 20 businesses with feather signs and all have 3 or more signs = **\$4000**

administrative costs (assume 30 minutes to meet with business, 30 minutes follow up, 30 minutes processing for Code Compliance + finance processing= **approx. \$2,600**