

Establishing A Policy To Prohibit The Use Of Taxpayer Public Funds To Place The Likeness Or Name Of Elected Officials On Public Service Announcements, Non-Commercial And Non-Political Advertising By Ulster County

Referred to: The Economic Development, Tourism, Housing, Planning and Transit Committee (Chairman James Maloney and Legislators Archer, Delaune, Litts, Maio, Rodriguez, and Woltman), and The Public Works and Capital Projects Committee (Chairman Fabiano and Legislators Greene, Litts, Nolan, and Roberts)

Legislator Joseph Maloney offers the following:

WHEREAS, it has been a practice in government to use public funds in promoting elected officials on government facilities and signage, including the Ulster County website and other County property at various locations other than the particular official's office or web page; and

WHEREAS, elected officials are otherwise prohibited by Public Officers Law 73-b from appearing in any advertisement or promotion, including public or community service announcements, published or broadcast through any print or electronic media (including television, radio and internet) by any private or commercial entity or any other entity that publishes such advertisement for a fee, if the advertisement or promotion is paid for or produced in whole or in part with public funds; and

~~WHEREAS, County signs and facilities not covered by Public Officers Law 73-b have the name and likeness of elected officials placed upon them with the use of public funds; and~~

WHEREAS, there is no true public benefit to the taxpayers when ~~County~~ **public** resources are spent on the practice of placing the name and likeness of elected officials on ~~County property and signs~~ **public service announcements**; and

WHEREAS, the appropriate expenditure of ~~taxpayer~~ **public** money does not include this use, but rather should be used to fund government services to improve the welfare, health and safety of Ulster County residents; and

WHEREAS, this practice amounts to free and inappropriate political advertising for incumbent elected officials not otherwise covered by State Law, and as Ulster County has the power to regulate the expenditure of ~~County~~ **public** funds on its own ~~signs, property and publications~~ **public service announcements**; now, therefore be it

Resolution No. 24 February 13, 2018

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RESOLVED, that it is the policy of Ulster County that on and after the effective date hereof, no County elected official shall appear by likeness, picture, or voice, be named, or otherwise be identified or referenced on any Public Service Announcement, Non-commercial and non-political advertising by Ulster County promoting any County Services, by any method of transmission including but not limited to television, radio, and the Internet, where same is paid for or produced in whole or in part with ~~County~~ **public funds of any kind including grant funds**; and, be it further

RESOLVED, that this policy shall not apply to the appearance of an elected official's name and/or likeness on his or her office or his or her official web page, or in the County Directory, and shall not apply to appearances during a declared state of emergency or otherwise required or permitted by law; and, be it further

RESOLVED, that this Resolution shall take effect immediately,
and move its adoption.

ADOPTED AS AMENDED BY THE FOLLOWING VOTE:

AYES: 18 NOES: 4
(Noes: Legislators Eckert, Greene, James Maloney and Nolan)
(Absent: Legislator Collins)

Passed Committee: Economic Development, Tourism, Housing, Planning and Transit
as amended on January 31, 2018

Passed Committee: Public Works and Capital Projects with Title as amended on
February 1, 2018

FINANCIAL IMPACT:
NONE

