

ORDINANCE NO. 2796
CITY OF BOGALUSA
March 19, 2024
DATE

The following Ordinance was offered for adoption by Councilwoman Kates
And seconded by Councilwoman Kates.

**ORDINANCE
AN ORDINANCE AUTHORIZING THE MAYOR OF THE CITY OF BOGALUSA TO CONSTRUCT
AND OPERATE A BILLBOARD USED FOR ADVERTISING.**

WHEREAS, The City of Bogalusa recognizes the need to regulate and generate revenue from the use of city-owned billboards for advertising purposes; and

WHEREAS, the City seeks to establish guidelines for the rental and usage of city-owned billboards to ensure fair and equitable access to advertising space;

NOW, THEREFORE BE IT ORDAINED, BY THE City Council of Bogalusa:

Section 1: Definitions

For the purpose of this ordinance, the following terms shall have the meanings ascribed to them below:

1. City-Owned Billboards that are owned and operated by the City of Bogalusa.
2. Advertisement: Any message, image, or display intended to promote or advertise a product, service event, or entity.
3. Licensee: Any individual, business, or organization granted permission to advertise on a city-owned billboard.

Section 2: Rental Fee and Installation.

1. The City of Bogalusa shall charge a monthly rental fee of \$250 for the use of city-owned billboards for advertising purposes.
2. The applicant may opt to get a third-party company to install their advertisement; or
3. The applicant may pay the city to install it for \$400 due to the calculated costs of manpower and city equipment.

Section 3: Application Process

1. Any individual, business, or organization wishing to advertise on a city-owned billboard must submit an application to the City of Bogalusa.
2. The application shall include the proposed advertisement content, duration of display, and payment of the rental fee and deposit.
3. Applications shall be reviewed and approved by the City, subject to availability of billboard space and compliance with all applicable regulations.

Section 4: Display Guidelines

1. Advertisement displayed on city-owned billboards must comply with all federal, state, and local laws and regulations.
2. The City reserves the right to reject any advertisement deemed inappropriate, offensive, or in violation of community standards.
3. Advertisements must be securely affixed to the billboard in a manner that does not cause damage or defacement.

Section 5: Enforcement

1. Failure to comply with the provisions of this ordinance may result in the revocation of the Licensee's advertising privileges and forfeiture of the deposit.
2. The City Of Bogalusa may take legal action to recover any damages incurred as a result of non-compliance with this ordinance.

Section 6: Effective Date


This ordinance shall take effect immediately upon passage and approval by the City Council of Bogalusa.

Passed and approved this 15th day of March, 2024.

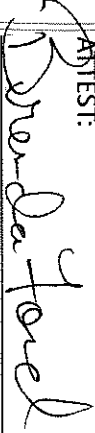
This ordinance having been submitted to a vote; the vote thereon was as follows:

MEMBER	AYE	NAY	ABSENT	ABSTAIN
Penny Douglas, At-Large	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Tamira Smith, At-Large	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Gloria Kates, District A	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Danielle Keys, District B	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Shelby Temples, District C	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Kenny Kellis, District D	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Mark Irvine, District E	<u>X</u>	<u> </u>	<u> </u>	<u> </u>

And the Ordinance was declared adopted at a public meeting held on this 9th day of March, 2024.


 Kenny Kellis, President
 Bogalusa City Council


 Tyrin Z. Truong, Mayor
 City of Bogalusa, Louisiana

ATTEST:

 Brenda Ford, City Council Secretary