


CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 22, 2014
TO: Eric J. Levitt, City Manager
FROM: Ky Spangler, Assistant City Clerk 
SUBJECT: REQUEST FOR INFORMATION BY MAYORAL/CITY COUNCIL CANDIDATES

On September 19, 2014, a candidate requested the following information:

QUESTION: The Reagan Library has strict rules that they must approve ALL advertising with their name. Has this been considered with regards to this program?

ANSWER: It is my understanding that members of the Simi Valley Tourism Alliance understand that they would need to get approval from the Reagan Library if advertising included their name.

QUESTION: How do additional places get added to what is being advertised?

ANSWER: These decisions are determined by the Tourism Alliance.

QUESTION: What communication occurred with the places that were mentioned in regards to advertising

ANSWER: The City is not sure whether there is specific marketing or a specific communication that is being referred to in the question. Thus, we are unable to give a specific answer.

QUESTION: What is the means of determining whether a place is eligible for advertising with the program?

ANSWER: This determination is made by the Simi Valley Tourism Alliance. The determination would need to be consistent with the Management District Plan.

cc: City Council
Candidates for City Council
City Attorney
Assistant City Managers
Assistant to the City Manager
Department Heads