

Introduced by:	Moss
Date:	02/05/02
Hearing:	03/12/02
Action:	Enacted as Amended
Vote:	8 Yes, 0 No, 1 Absent

**KENAI PENINSULA BOROUGH
ORDINANCE 2001-19-32**

**AN ORDINANCE APPROPRIATING \$305,550 FROM THE GENERAL FUND
BALANCE TO THE COOK INLET SOCKEYE BRANDING PROJECT**

- WHEREAS,** in 2001 the Borough conducted a needs assessment among seafood industry members and other community decision-makers for a strategic branded seafood marketing program for Cook Inlet sockeye salmon; and
- WHEREAS,** based upon the needs assessment report, a program plan was developed to establish a Cook Inlet Salmon Branding Project that encompasses a quality assurance program in conjunction with a brand marketing program; and
- WHEREAS,** a steering committee, composed of fishermen, processors, industry leaders, elected officials, and borough staff has adopted the final program plan for the Cook Inlet Sockeye Branding Project; and
- WHEREAS,** the steering committee has identified potential sources of funding to implement the program, including grants from state agencies and private corporations; and
- WHEREAS,** grant applications have been submitted, but notice of awards are not expected until late February or early March; and
- WHEREAS,** implementation of the quality assurance program should be started as soon as possible to allow establishment of quality control measures prior to the 2002 fishing season; and
- WHEREAS,** initiating the quality assurance program for the 2002 fishing season will provide a product that can be used for pilot test marketing during the 2002/2003 off-season; and
- WHEREAS,** if funds are not available until May, or later, initiation of the program would be delayed until 2003; and
- WHEREAS,** upon notice of a grant award, or receipt of other funds for this project, those funds would be used to offset the Borough's amount contributed to the project;

NOW, THEREFORE, BE IT ORDAINED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. That \$305,550 is appropriated from the general fund balance to account number 100.94910.00000.47275 for transfer to the Community and Economic Development fund.

SECTION 2. That \$305,550 is appropriated to account number 275.11225.BRAND.49999 for the purpose of supporting the Cook Inlet Salmon Branding Project.

SECTION 3. That the appropriations described in Sections 1 and 2 shall be reduced by the amount of any grant or other external funding subsequently received and appropriated for this project.

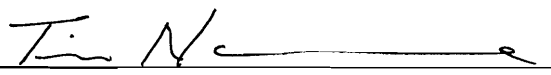
SECTION 4. Expenditures will be made approximately as follows:

Quality	\$119,060
Marketing	79,430
Marketing Consultation/Project Management	68,550
Travel	27,910
Final Report	5,600
Miscellaneous	5,000
TOTAL	\$305,550

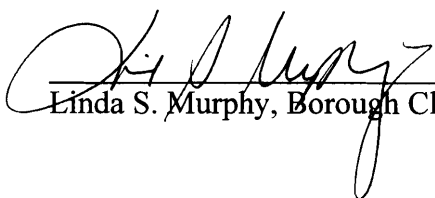
SECTION 5. That the appropriations established through this ordinance are of a project length and nature and as such do not lapse at the end of any particular fiscal year.

SECTION 6. This ordinance shall become effective immediately upon enactment.

ENACTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 12TH DAY OF MARCH, 2002.


Timothy Navarre, Assembly President

ATTEST:


Linda S. Murphy, Borough Clerk

