

MEMORANDUM

TO: Mayor and Board of Commissioners

FROM: Bryan Gruesbeck, Town Manager

SUBJECT: Request to Advertise Event on Water Bill Cards

DATE: February 23, 2015

Background: Attached please find an email request that I received from Chatham Habitat for Humanity. They have requested that the Town of Pittsboro advertise one of their upcoming events on the Town water bill cards (see also attached flyer for the event). The requested text is in bold on the flyer near the bottom of the page. Water bill cards are mailed on the first or second day each month and contain 62 characters of text.

I am not aware of any Town policy or history of advertising events for non-profits on the water bill cards. The Town has made extensive use of social media (Facebook and Twitter) to advertise events organized by various businesses and non-profits in and around Pittsboro – including this event. Social media is an excellent tool for sharing community information.

Chatham Habitat for Humanity is a valuable asset in our community and this event will be beneficial. Unfortunately, I am reluctant to allow non-profit groups (or commercial enterprises) to advertise events or causes on our water bill cards because of possible confusion as well as limited space on the cards themselves. I would continue to market this event on social media and any other methods you might suggest.

Alternatively, if you believe it is appropriate to advertise events on the water billing cards, I would ask that the Town use the following basic conditions for the future:

1. The Town Manager has the ability to make final approval on whether the event is appropriate for a water bill card and has final approval over the content of the message.
2. The event must be organized by a local non-profit organization.
3. The number of messages is limited to one (1) event per year per local non-profit organization.

Action Requested: Accept the recommendation to not allow event advertising on Water Bill cards. If you wish to allow event advertising on water bill cards, allow the Town Manager to exercise discretion, as described.

Chatham Cares Community Pharmacy &
Chatham Habitat for Humanity are hosting a

PRESCRIPTION TAKE-BACK DAY

SATURDAY, MARCH 21 FROM 9-1

at Chatham Habitat (467 West Street) in Pittsboro

PLEASE COME AND BRING YOUR EXPIRED AND UNUSED MEDICATIONS TO
KEEP DRUGS OUT OF OUR WATER AND OUT OF THE HANDS OF OUR YOUTH

BRING YOUR MEDICATIONS
AND GET A COUPON FOR A
FREE TACO FROM TACO
BELL OR FREE FRIES OR A
BISCUIT FROM BOJANGLES!

Chatham County Sheriff's Office will be at
the event to accept your medications.

There will be a drive-through option for
those who are unable to get out of the car.



Becky Loflin to bgruesbeck

Feb 16

February 16th, 2015

Becky Loflin
Development Coordinator
Chatham Habitat for Humanity
467 West Street, PO Box 883
Pittsboro, NC 27312

Brian Gruesbeck
Pittsboro Town Manager

Dear Mr. Gruesbeck,

On March 21st, from 9 am till 1 pm Chatham Habitat for Humanity with Chatham Cares Community Pharmacy supported by Chatham County Sheriff's Office will host a Medication Take Back Day.

Chatham Habitat for Humanity works in partnership with God and people to create self help opportunities for families to own affordable homes, improve their lives and strengthen their communities. According to a recent study out of the University of Tennessee, children of homeowners are 116% more likely to graduate from college. (<http://www.huduser.org/publications/pdf/wealthaccumulationandhomeownership.pdf>)

Chatham Cares Community Pharmacy works with people who are uninsured and underinsured to provide medication benefits to those folks here in Chatham County. The pharmacist will be there to talk with folks who might have questions.

Habitat and Chatham Cares plans for this to be a big event for our community and partnering with other organizations to give people information about services in our community and county. Chatham Sheriff's office will be there to take the unused and expired medications along with Pittsboro and Siler City Police Departments

We are happy to be doing this event to help people dispose of unused and expired drugs the proper way and to keep them out of our water.

We would be grateful if you could put this information on the town utility bills:

Medication Take Back Day ~ Sat. March 21st, 9 am - 1 pm at Chatham Habitat for Humanity. For more information visit our website at www.chathamhabitat.org

Thank you so much Mr. Gruesbeck for your consideration of this request and any help you can give us to make this event successful to keep drugs out of our water and out of the hands of our youth.

Kind regards,

Becky Loflin
Development Coordinator
Chatham Habitat for Humanity
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