

A RESOLUTION APPROVING A PROGRAM OF ADVERTISING,  
AUTHORIZING CITY PARTICIPATION, AND PRESCRIBING  
THE SOURCE AND METHOD OF EXPENDITURE OF FUNDS  
APPROPRIATED THEREFOR.

WHEREAS, the City Council in cooperation with the County of Mecklenburg and the Charlotte Chamber of Commerce, desires to undertake a program of advertising the advantages of the City to attract business, industry and potential citizens to locate in the area and thereby increase the wealth, prosperity and general welfare of the City, and

WHEREAS, a committee of representatives of the City Council, the County Commissioners, and the Chamber of Commerce has reviewed proposals of advertising agencies to prepare and execute such advertising program and has recommended City participation therein, and

WHEREAS, said advertising program has been presented and explained to the City Council in regular meeting this day,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Charlotte, North Carolina:

(1) That the Henderson, Ayer and Gillett, Inc., advertising agency is hereby approved as the agency to prepare and execute a program of advertising the advantages of the City.

(2) That the program proposed for advertising in the Wall Street Journal is hereby approved.

(3) That the City of Charlotte participate in said advertising program by expending directly, in the manner prescribed below, an amount not to exceed thirty thousand dollars (\$30,000) in the current fiscal year, such money having been appropriated for said purpose in the 1963-64 Budget Ordinance and being revenue derived from sources other than taxes levied and collected by the City.

(4) That expenditure of such appropriation shall be made only for the costs of advertising the advantages of the City and for no other purpose.

(5) That statements of specific costs incurred from time to time for said advertising shall be submitted by the advertising agency to the Executive Vice-President of the Chamber of Commerce for review and recommendation for payment and then submitted to the City Manager for approval as to payment by the City. Each such statement shall itemize said costs and shall be supported by such other evidence as the City Manager may require.

Approved as to form:

John T. Morrissey  
City Attorney

Read, approved and adopted by the City Council of the City of Charlotte, North Carolina, in meeting on the 16th day of September, 1963, the reference having been made in Minute Book 43, at Page 284 and recorded in full in Resolutions Book 4, at Page 339.

Lillian R. Hoffman  
City Clerk

A RESOLUTION PROVIDING FOR PUBLIC HEARINGS  
ON PETITIONS FOR ZONING CHANGES

WHEREAS, the City Council has received petitions for zoning changes, which petitions numbered 63-61 through 63-63 are on the record in the Office of the City Clerk, and

WHEREAS, the City Council deems it in the public interest that hearings be held on said petitions,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Charlotte, that public hearings will be held in the Council Chamber on the Second Floor of the Charlotte City Hall beginning at 2:00 o'clock P.M., on Monday, the 21st day of October, 1963 on petitions for zoning changes numbered 63-61 thru 63-63.

BE IT FURTHER RESOLVED that notice of said hearings be published as required by law.

APPROVED AS TO FORM:

John T. Morrissey  
City Attorney

Read, approved and adopted by the City Council of the City of Charlotte, North Carolina, in meeting on the 16th day of September, 1963, the reference having been made in Minute Book 43, at Page 285 and recorded in full in Resolutions Book 4, at Page 340.

Lillian R. Hoffman  
City Clerk

Notice published in The Charlotte News on October 4th and October 11th.