

Kenai Peninsula Borough

Mayor's Office

MEMORANDUM

TO: Ryan Tunseth, Assembly President
Members, KPB Assembly

THRU: Peter A. Micciche, Mayor *PAM*

FROM: Joe Rizzo, Special Assistant to Mayor Micciche *JR*
Michele Turner, Borough Clerk *(MT)*
Robert Ruffner, Planning Director *RR*

DATE: November 20, 2025

RE: Ordinance 2025- 27, Amending Borough Code, KPB 1.08.180, Regarding the Definition of a Newspaper of General Circulation (Mayor)

The KPB administration prioritizes public outreach and works hard to publicize required notices and information in a timely manner utilizing methods and media where constituents actually receive their news and updates. This includes radio distribution, social media, and other outlets. If approved, KPB will dedicate a webpage on its website for public notices, post at other public bulletin boards, and continue to publish important information and required notices on social media as required, and radio when appropriate.

The ordinance amends the definition of newspaper of general circulation to require minimum thresholds for print distribution and distribution throughout the Borough to ensure that the methods of public notice are providing sufficient public awareness. KPB will continue to exhaust all modes of communication that provide the most efficient and economical way to provide the public notice and awareness on issues of community importance, concern, and in accordance with State law.

For FY26, the following amounts have been appropriated, or budgeted, for advertising/publication costs: Clerk's Office,\$28,500; the Planning Department, \$17,000; Purchasing and Contracting, \$2000, and Finance Department, \$11,550.

More important than the publication costs, is the timing and actual outreach issues that KPB runs into trying to plan around a once weekly publication in a single newspaper that does not have print circulation in at least 4 of the incorporated cities within the KPB and does not provide same-day distribution of the newspaper. Right now, existing newspaper printing and distribution limitations often drive the borough schedule.

This amendment will improve publication and operational efficiencies while ensuring that public notice requirements also improve and continue to be met in an adequate and timely manner.

Your consideration is appreciated.