

COUNTY OF SUFFOLK



PRESIDING OFFICER  
COUNTY LEGISLATURE  
SUFFOLK COUNTY, NY

2011 DEC 27 PM 4: 04

OFFICE OF THE COUNTY EXECUTIVE

Steve Levy  
COUNTY EXECUTIVE

RECEIVED

December 27, 2011

Presiding Officer William J. Lindsay and  
Members of the Suffolk County Legislature  
William H. Rogers Legislative Building  
725 Veterans Memorial Highway  
Smithtown, New York 11787

**RE: RESOLUTION NO. 1224-2011, A LOCAL LAW TO AUTHORIZE ADVERTISING  
IN THE COUNTY TAX MAP ALBUM AND SET ADVERTISING RATES**

Dear Presiding Officer Lindsay and Members of the Legislature:

**I AM RETURNING HEREIN RESOLUTION 1224 -2011, A LOCAL LAW TO  
AUTHORIZE ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET  
ADVERTISING RATES** vetoed in its entirety.

These are extraordinarily hard conditions our taxpayers are facing. Too many of our residents are losing their jobs, paying more into their benefits and some even seeing their pensions reduced. Major tax and fee increases are the last thing our residents wish to see in these very difficult economic times.

The tax and fee increases passed by the Legislature over the past month were, and are, avoidable. Had we simply closed the nursing home by January 1<sup>st</sup> and required employees to contribute to their healthcare, as I recommended in my proposed budget, the taxpayers could be given a break.

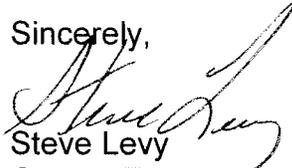
Over the last month the Legislature increased the property tax, removed the cap on gasoline taxes, increased fees charged to individuals seeking access to our parks; increased fees for services provided to the public through our Medical Examiner's office and our County Clerk's office, and increased fees for individuals seeking applications to our Suffolk County Planning Commission. Additionally, the Legislature is poised to vote for a \$0.50 increase in bus fares, which has a disproportionately high impact on the poor and working class.

Hopefully, the Legislature can work in the upcoming year toward moving the huge loses of the nursing home off of our books and require employees to pay a fair share into their healthcare costs. Every month that goes by without these measures being

implemented is millions of dollars that are wasted. We cannot tax and fee our way out of difficult economic times.

For these reasons, I urge the Legislature to sustain my veto.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Levy". The signature is written in a cursive style with a large, sweeping initial "S".

Steve Levy

County Executive of Suffolk County

Intro. Res. No. 2036-2011

Laid on Table 11/22/2011

Introduced by Presiding Officer Lindsay, Deputy Presiding Officer Viloría-Fisher and Legislators Cooper, Gregory, Kennedy, Montano, Nowick, Schneiderman, Cilmi

**RESOLUTION NO. 1224 -2011, ADOPTING LOCAL LAW NO. -2011, A LOCAL LAW TO AUTHORIZE ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET ADVERTISING RATES**

**WHEREAS**, there was duly presented and introduced to this County Legislature at a meeting held on November 22, 2011, a proposed local law entitled, "A LOCAL LAW TO AUTHORIZE ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET ADVERTISING RATES"; now, therefore be it

**RESOLVED**, that said local law be enacted in form as follows:

**LOCAL LAW NO. -2011, SUFFOLK COUNTY, NEW YORK**

**A LOCAL LAW TO AUTHORIZE ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET ADVERTISING RATES**

**BE IT ENACTED BY THE COUNTY LEGISLATURE OF THE COUNTY OF SUFFOLK**, as follows:

**Section 1. Legislative Intent.**

This Legislature hereby finds and determines that the 2012 Operating Budget was amended to authorize advertising in the County's tax map album and to set rates for such advertisements.

This Legislature also finds and determines that advertisements in the tax map albums will provide needed revenue to ensure that the budget remains in balance.

Therefore, the purpose of this law is to authorize the sale of advertisements in the County's tax map album and set the rates for such advertisements.

**Section 2. Advertising Authorized.**

The Suffolk County Real Property Tax Service Agency is hereby authorized to sell advertising space in the County's annual tax map albums.

**Section 3. Advertising Rates Established.**

A schedule of rates for the display of advertising on the County Real Property Tax Service Agency Tax Map Albums is hereby established as follows:

**Annual Display Advertising Rates for Annual Suffolk County Tax Map Albums**

|                     | <b>Back Cover</b> | <b>Inside Front Cover</b> | <b>Inside Back Cover</b> |
|---------------------|-------------------|---------------------------|--------------------------|
| <b>Full Page</b>    | \$1,000           | \$1,500                   | \$1,250                  |
| <b>Half Page</b>    | \$600             | \$1,000                   | \$750                    |
| <b>Quarter Page</b> | \$300             | \$750                     | \$500                    |

**\*Shelter Island Rates:**

|                       |       |       |       |
|-----------------------|-------|-------|-------|
| <b>Full Page Only</b> | \$500 | \$750 | \$650 |
|-----------------------|-------|-------|-------|

All rates are black and white.

Advertising Closing Date - Final March 1

Various digital sponsorships are also available. Contact the Director (631) 852-1555 for details.

**Section 4. Review of Proposed Advertisements.**

The Director of the Real Property Tax Service Agency, in consultation with the County Attorney, shall review all proposed advertisements to determine appropriate content.

**Section 5. Timeline for Purchase of Advertisements.**

- A. All display advertisements are due to the Real Property Tax Service Agency on or before January 1st of each calendar year.
- B. The Director of the Real Property Tax Service Agency, in consultation with the County Attorney, shall approve or disapprove proposed advertisements, or recommend changes to the prospective advertiser by the 15<sup>th</sup> day of January of each calendar year.
- C. All subsequent advertisements, new or revised, shall be due on or before February 1 of each calendar year.
- D. The Director of the Real Property Tax Service Agency, in consultation with the County Attorney, shall approve or disapprove of all submitted advertisements by the 15<sup>th</sup> day of February of each calendar year.
- E. Advertisements in final form must be submitted to the Real Property Tax Service Agency on or before March 1<sup>st</sup> of each calendar year.

**Section 6. Rules and Regulations.**

The Director of the Real Property Tax Service Agency is hereby authorized and empowered to issue and promulgate such rules and regulations as he or she deems necessary to implement and carry out the provisions of this law.

**Section 7. Applicability.**

This law shall apply to all actions occurring on or after the effective date of this law.

**Section 8. Severability.**

If any clause, sentence, paragraph, subdivision, section, or part of this law or the application thereof to any person, individual, corporation, firm, partnership, entity, or circumstance shall be adjudged by any court of competent jurisdiction to be invalid or unconstitutional, such order or judgment shall not affect, impair, or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph, subdivision, section, or part of this law, or in its application to the person, individual, corporation, firm, partnership, entity, or circumstance directly involved in the controversy in which such order or judgment shall be rendered.

**Section 9. SEQRA Determination.**

This Legislature, being the State Environmental Quality Review Act (SEQRA) lead agency, hereby finds and determines that this law constitutes a Type II action pursuant to Section 617.5(c)(20), (21), and/or (27) of Title 6 of the NEW YORK CODE OF RULES AND REGULATIONS (6 NYCRR) and within the meaning of Section 8-0109(2) of the NEW YORK ENVIRONMENTAL CONSERVATION LAW as a promulgation of regulations, rules, policies, procedures, and legislative decisions in connection with continuing agency administration, management and information collection. The Suffolk County Council on Environmental Quality (CEQ) is hereby directed to circulate any appropriate SEQRA notices of determination of non-applicability or non-significance in accordance with this law.

**Section 10. Effective Date.**

This law shall take effect immediately upon filing in the Office of the Secretary of State.

DATED: December 20, 2011

APPROVED BY:

**VETOED**

County Executive of Suffolk County

Date: 12-27-11

Intro. Res.

2036

Res. No.

1224

December 20, 2011

**Motion:**

Romaine, Schneiderman, Browning, Muratore, Anker  
Eddington, Montano, Cilmi, Lindsay, Vilorio-Fisher, Barraga,  
Kennedy, Nowick, Horsley, Gregory, Stern, D'Amaro, Cooper

**Co-Sponsors:**

Romaine, Schneiderman, Browning, Muratore, Anker  
Eddington, Montano, Cilmi, Lindsay, Vilorio-Fisher, Barraga,  
Kennedy, Nowick, Horsley, Gregory, Stern, D'Amaro, Cooper

**Second:**

Romaine, Schneiderman, Browning, Muratore, Anker  
Eddington, Montano, Cilmi, Lindsay, Vilorio-Fisher, Barraga,  
Kennedy, Nowick, Horsley, Gregory, Stern, D'Amaro, Cooper

| LD | Legislator                    | Yes | No | Abs | NP | R |
|----|-------------------------------|-----|----|-----|----|---|
| 1  | Edward P. ROMAINE             |     |    |     |    |   |
| 2  | Jay H. SCHNEIDERMAN           |     |    |     |    |   |
| 3  | Kate M. BROWNING              |     |    |     |    |   |
| 4  | Thomas MURATORE               |     |    |     |    |   |
| 6  | Sarah S. ANKER                |     |    |     |    |   |
| 7  | Jack EDDINGTON                |     |    |     |    |   |
| 9  | Ricardo MONTANO               |     |    |     |    |   |
| 10 | Thomas CILMI                  |     |    |     |    |   |
| 11 | Thomas F. BARRAGA             |     |    |     |    |   |
| 12 | John M. KENNEDY, JR.          |     |    |     |    |   |
| 13 | Lynne C. NOWICK               |     |    |     |    |   |
| 14 | Wayne R. HORSLEY              |     |    |     |    |   |
| 15 | DuWayne GREGORY               |     |    |     |    |   |
| 16 | Steven H. STERN               |     |    |     |    |   |
| 17 | Lou D'AMARO                   |     |    |     |    |   |
| 18 | Jon COOPER                    |     |    |     |    |   |
| 5  | Vivian VILORIA-FISHER, D.P.O. |     |    |     |    |   |
| 8  | William J. LINDSAY, P.O.      |     |    |     |    |   |
|    | Totals                        | 16  | —  |     | 2  | — |

| MOTION  |
|---|
| <input checked="" type="checkbox"/> Approve               |
| Table: _____  |
| <input type="checkbox"/> Send To Committee                |
| <input type="checkbox"/> Table Subject To Call            |
| <input type="checkbox"/> Lay On The Table                 |
| <input type="checkbox"/> Discharge                        |
| <input type="checkbox"/> Take Out of Order                |
| <input type="checkbox"/> Reconsider                       |
| <input type="checkbox"/> Waive Rule _____                 |
| <input type="checkbox"/> Override Veto                    |
| <input type="checkbox"/> Close                            |
| <input type="checkbox"/> Recess                           |
| APPROVED <input checked="" type="checkbox"/> FAILED _____ |
| No Motion _____      No Second _____                      |

| RESOLUTION DECLARED                         |
|---|
| <input checked="" type="checkbox"/> ADOPTED |
| <input type="checkbox"/> NOT ADOPTED        |

*Tim Laube*

Tim Laube, Clerk of the Legislature

Roll Call \_\_\_\_\_ Voice Vote