

Initiative Petition to Amend City of Hudson NY Charter/Code – under § 37, New York Municipal Home Rule Law

I, the undersigned, do hereby state that I am a resident of and a registered and qualified voter in City of Hudson, New York (hereinafter, "Hudson"), that my present place of residence is truly stated opposite my signature hereto, and that I do hereby sign this Petition, as set forth below and on the one additional page, to enable the contents of this Petition (or an approved summary) to be submitted to the electors of Hudson at a general election.

In witness where, I have hereunto set my hand, the day and year placed opposite my signature.

Date	Name of signer (signature required) (printed name may be added)	Enter in box below			
		Residence: No. & Street	City	County	State

<p><i>Signature:</i> [No. & Street]</p> <p>/ /15 [printed name:] [City] Hudson [County] Columbia [State] New York</p>
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**PETITION FOR \$50,000 IN ANNUAL ADVERTISING BY CITY OF HUDSON
TO CREATE TRAFFIC FOR ONE OR MORE HUDSON-OWNED OR
PRIVATELY-OWNED FREE KEYWORD BUSINESS-ADVERTISING DATABASES
FOR HUDSON RESIDENTS, BUSINESSES AND OTHER ENTITIES**

WHEREAS, major retail chain stores such as McDonald's (14,157 stores in the United States in 2012), Dunkin' Donuts (7,015 stores in the United States) and 7-Eleven (10,642 stores in the United States and Canada), which are able to reduce their cost of advertising per store by area advertising their product instead of their store addresses, with all stores in the advertising area obtaining customers as a result of the advertising in the area;

WHEREAS, this type of advertising has been devastating to small businesses throughout the United States because they cannot advertise their single store in the area as inexpensively as a competing chain store with this advertising advantage, causing millions of small businesses throughout the United States to go out of business;

WHEREAS, the number of individuals, small businesses and other entities in Hudson seeking to buy or sell goods or services amounts to an estimated 2,500 (out of a 2013 population of 6,648), including individuals who can be encouraged to offer or buy or sell goods or services starting on a part-time basis;

Complete ONE of the following:

(1) STATEMENT OF WITNESS

I, (name of witness) _____ state: I am a duly qualified voter of Hudson, New York and I am also duly qualified to sign the Petition. I now reside in Hudson, NY at (residence address) _____, Hudson, NY (Columbia County). The individual whose name is subscribed to this Petition sheet containing 1 signature, subscribed the same in my presence on the date above indicated and identified himself/herself to be the individual who signed this sheet.

I understand that this statement will be accepted for all purposes as the equivalent of an affidavit and, if it contains a material false statement, shall subject me to the same penalties as if I had been duly sworn.

_____/_____/2015
Date

Signature of Witness

(2) NOTARY PUBLIC OR COMMISSIONER OF DEEDS

On the date above indicated before me personally came the Hudson NY voter whose signature appears on this Petition sheet containing one petition signature who signed same in my presence and who being by me duly sworn, said that the foregoing statement made and subscribed by him/her was true.

_____/_____/2015
Date

Signature and Official Title of Officer Administering Oath

[Note: The Petition is continued on page 2.]

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WHEREAS, 2,500 full and part-time businesses in Hudson is comparable to the thousands of retail outlets of McDonald's, Dunkin' Donuts and 7-Eleven, but with various advantages, including (1) the 2,500 businesses are located in an exceedingly small area of 2.2 miles, a concentration of businesses far greater than any chain stores (e.g., Hudson has only 1 McDonald's, 3 Dunkin' Donuts (including 1 outlet in Wal-Mart) and no 7-Eleven stores;

WHEREAS, the cost of advertising per store for McDonald's, Dunkin' Donuts and 7-Eleven is many thousands of dollars (McDonald's, the largest advertiser, having spent \$988,000,000 in advertising during 2013 - a total of \$69,789 per store), the proposed \$50,000 annual advertising budget to advertise the 2,500 businesses in Hudson amounts to an annual expense per business of only \$20, a very, very small amount per store to advertise each and every item each business wants to buy or sell, through a community database for Hudson Zip Code 12534;

WHEREAS, if Hudson, New York advertises all products and services being offered (to buy or sell) by all businesses in Hudson at the minimal cost of only \$20/per business, there should be a dramatic increase in sales for the 2,500 businesses amounting to many times the \$50,000 being spent each year by Hudson, which should result in an increase in demand to reside or do business in Hudson, which should cause land values to increase, and local businesses to increase their earnings, with resulting prosperity for Hudson residents and small businesses.

THE FOLLOWING IS HEREBY DESIRED AND APPROVED AS AN INITIATIVE FOR ADOPTION OF A LOCAL LAW TO AMEND THE CITY OF HUDSON, NEW YORK CHARTER/CODE, TO BE PRESENTED TO VOTERS OF THE CITY OF HUDSON, NEW YORK AT A GENERAL ELECTION OF VOTERS:

1. The title of this local law is "Act to establish \$50,000 in annual radio advertising by Hudson in support of one or more Hudson-owned or privately-owned website databases for exclusive use by Hudson small businesses, residents and other Hudson-based entities to place free keyword advertising for any (lawful) goods or services".
2. Hudson is to pay for 1-minute (or shorter) radio advertising of one or more website addresses for privately-owned or Hudson-owned database(s) consisting solely of free local keyword advertising of whatever goods and services any resident of or business or other entity in Hudson wishes to buy or sell, with advertisers being encouraged to set up a "landing page" in their own websites for each keyword advertising they place; also, advertisers are encouraged to advertise goods and services not previously offered by them, with appropriate disclosures in their landing pages for such advertisements; the purpose is to have hopefully millions of keyword advertisements for a vast number of goods and services to be made available for purchase from Hudson individuals and entities throughout the world through Internet searches.
3. Any database accepting ZIP Codes not in use for City of Hudson is not qualified to be advertised by Hudson under this statute.
4. Multiple databases could be advertised through advertising of an umbrella website with appropriate search and index features to enable traffic to have access to all of the databases incorporated therein;
5. Examples of the keyword ads are: (i) tutor quantum mechanics, high school level, \$35/hour; (ii) have plow, will shovel driveways at \$30/hour, with a \$15 minimum; (iii) rebuild 1929 Studebaker carburetors, \$50 per hour plus parts; (iv) rebuild 1930 Buick generators, \$45/hour plus parts; (v) consult on cleaning up oil spills; (vi) prepare landing pages for keyword advertisers; and (vii) assist advertisers in preparing keyword advertisements.
6. Hudson's obligation to pay for advertising is limited to \$50,000 per year or \$60 per year per advertiser, whichever is the lesser (with related or affiliated entities being considered a single advertiser).
7. Any disputes as to which database or databases are to be advertised are to be resolved at a special meeting to be duly noticed, with a majority vote of qualified voters who attend the meeting, assuming a quorum is present.
8. If any provision of this law is held to be unconstitutional or invalid for any reason, the remaining provisions shall be in no manner affected thereby but shall remain in full force and effect.

**Plan for Financing the Implementation of this Statute for the City of Hudson
(Submitted in Support of the Petition pursuant to ¶ 11 of Section 37 of the NY Municipal Home Rule Law)**

The implementation of this statute requires Hudson to pay each year approximately **\$50,000** for advertising (for 1-minute or shorter radio commercials, which amount would require Hudson to increase taxes paid by residents and local businesses. Although not part of the Plan of Financing, it is envisioned that this advertising would result in increased land values, with resulting increase in real estate taxes for Hudson (and savings on local social welfare costs) in a total amount more than paying for the advertising.

Availability of Additional Information about this Petition, the Ballot Initiative Process, and the Individuals Involved
Additional information about this Petition and other Petitions, the Ballot Initiative Process and the individuals involved is available at voterlaws.com. Copies of this Petition may be downloaded and printed out for use.

WHERE TO MAIL THE ORIGINAL SIGNED PETITION

Please mail the Petition (as signed by two Hudson registered voters -- or one Hudson voter and one NYS notary public) to:
voterlaws.com c/o Carl E. Person
225 E. 36th Street – Suite 3A
New York NY 10016-3664

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