



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Renewal of Contract With 3M National Advertising Company for City-leased Advertising Billboards

MEETING DATE: March 1, 1995

SUBMITTED BY: Assistant City Manager

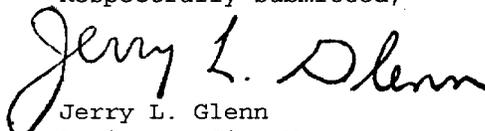
RECOMMENDED ACTION: The City Council authorize the City Manager to enter into a one-year contract with 3M National Advertising Company for advertising on the two billboards on Highway 99 at a monthly fee of \$1,034.57. This represents a six percent increase over the present fee.

BACKGROUND INFORMATION: Council will recall it directed staff to ascertain if the City could obtain a one-year extension of the present agreement with 3M National Advertising Company. I spoke with their representative and told them the City Council was not pleased with the fees for the lease of the billboards. I was unsuccessful in obtaining a lower cost for the billboards. I then approached the subject of extending the present contract one year, explaining our revitalization effort and that we would want to change the art work on the billboards when this project is completed. I was successful in getting a one-year extension at a six percent increase.

By approving this extension the we will reserve the billboards for the City of Lodi's use and give us time to evaluate what our stance will be in the future. As a matter of information, the present billboards can be leased to someone now for installation after March 31, 1995. 3M is holding this for us, but does expect the City Council to make its decision on March 1, 1995.

FUNDING: General Fund

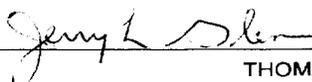
Respectfully submitted,

  
Jerry L. Glenn  
Assistant City Manager

JLG:br

CCOM-190/TXTA.07A

APPROVED: \_\_\_\_\_



THOMAS A. PETERSON  
City Manager



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