

C O U N C I L   C O M M U N I C A T I O N

TO :     THE CITY COUNCIL  
FROM:    THE CITY MANAGER'S OFFICE

COUNCIL MEETING DATE:  
AUGUST 17, 1988

SUBJECT:   CONSIDER REQUEST FROM LODI GROWER-VINTNER ALLIANCE TO CHANGE BILLBOARD DESIGN  
          ON THE BILLBOARDS PROMOTING LODI WHICH ARE LOCATED NORTH AND SOUTH OF THE CITY  
          ON THE U.S. 99 FREEWAY

PREPARED BY:     City Clerk

RECOMMENDED ACTION:   That the City Council review the request of the Lodi Grower-Vintner Alliance to change the billboard design on the billboards promoting Lodi which are located north and south of the City on the U.S. 99 Freeway and take action as deemed appropriate.

Attached (marked Exhibit "A") is a copy of a letter which has been received from the Lodi Grower-Vintner Alliance requesting permission to change the billboard design on the billboards promoting Lodi which are located north and south of the City on the U.S. 99 Freeway. Attached to their request is a copy of the proposed design change. The new design has been reviewed by and meets the approval of the Lodi District Chamber of Commerce.

The lease agreements for these two billboards were renewed by the City Council for 36 months effective March 1986. The monthly unit charge was 5420.00 per unit for the first twelve months with a 12% per year increase in the monthly unit charge for each succeeding year commencing on each anniversary of the effective date of the agreement.

We have confirmed with the M National Advertising Company that, under our current contracts, there will be no cost involved in repainting the billboards with the new design. Representatives of the Alliance will be in attendance at Wednesday night's meeting to answer any questions Council Members may have.

*Alice M. Reimche*  
Alice M. Reimche  
City Clerk

AMR:jj

COUNCO21  
TXTA.021D



P.O. Box 877  
Lodi, California 95241  
(209) 368-0685

August 8, 1988

TO: Lodi City Council  
FROM: Lodi Grower-Vintner Alliance  
SUBJECT: Billboard Design

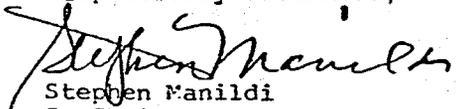
Attached is a proposed design change for the city-leased billboards on Highway 99 at the north and south ends of town. This design will replace the current "Discover the Taste of Lodi" design which has become faded and unattractive.

There is no cost involved in repainting the billboards with this new design. The contract between the city and the billboard company is for three years and includes two repaints as part of the rental charges. This will be the second repaint under the current contract-

The colors will be: Grapes and wine - purple; leaves - green; "Welcome to Lodi" - magenta; "Zinfandel Capital of the World" - purple; and "Food-Lodging-Shopping-Minetasting" - aqua blue.

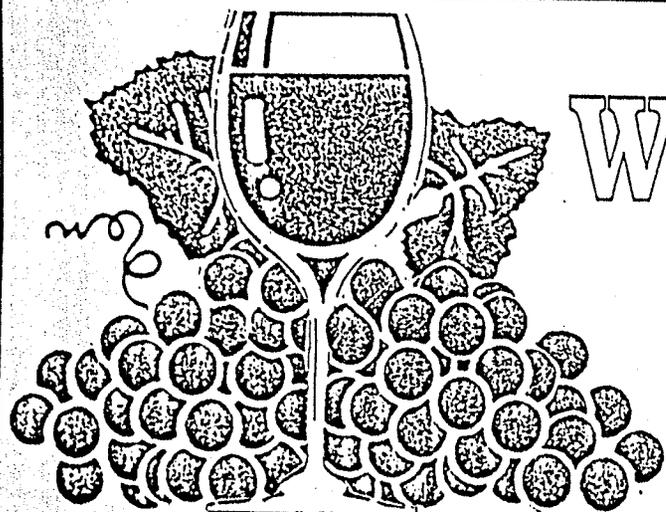
The design has been reviewed by and meets the approval of the Lodi District Chamber of Commerce. If the Council approves the design, we will notify the billboard company. The repaint will be done in four to six weeks.

Respectfully submitted,

  
Stephen Manildi  
Co-Chairman

*"Discover the taste of Lodi"*

THE REPRODUCTION OF THIS  
DOCUMENT CANNOT BE  
IMPROVED DUE TO THE  
CONDITION OF THE ORIGINAL



WELCOME to Lodi

Zinfandel Capital<sup>a</sup>  
of the World.

FOOD • LODGING • SHOPPING • WINETASTING

SCALE  
3/8" = 1'-0"  
JEFF BEEBE

12' x 40'

7-21-88

#040410 57  
#007077 0.

CITY COUNCIL

JAMES W PINKERTON, Jr., Mayor  
JOHN R (Randy) SNIDER  
Mayor Pro Tempore  
DAVID M HINCHMAN  
EVELYN M OLSON  
FRED M REID

# CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
CALL BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209)334-5634  
TELECOPIER (209) 333-6795

THOMAS A PETERSON  
City Manager  
ALICE M REIMCHE  
City Clerk  
BOB McNATT  
City Attorney

August 29, 1988

Mr. Stephen Minaldi  
Co-Chair  
Lodi Grower-Vintner Alliance  
P. O. Box 877  
Lodi, CA 95241

Dear *Mr.* Minaldi:

This letter will confirm action taken at the **regular** City Council meeting of August 17, 1988 whereby **the** City Council **approved** your request to **change** the billboard design on the billboards promoting Lodi which are located north and south of the City on **the U S. 99 freeway** (see attached approved design).

**Should you have** any questions **regarding** this matter, please do not hesitate to call **this** office.

Very truly *yours*,

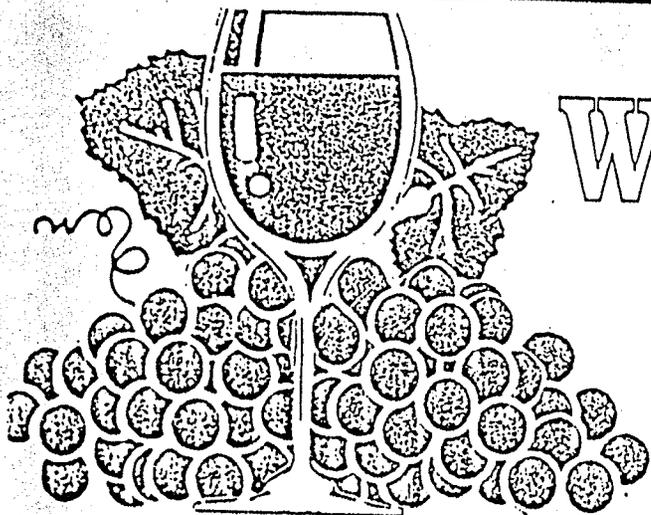


Alice M. Reimche  
City Clerk

AMR:jj

1 Enclosure

cc: 3M National Advertising Company



WELCOME to Lodi  
Zinfandel Capital  
of the World.

FOOD • LODGING • SHOPPING • WINETASTING

ALE  
3"=1'-0"  
EFF BEEBE

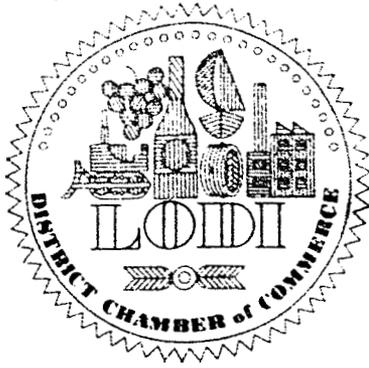
12'x40'

7-21-88

#040410 57  
#007077 0.

APPROVED BY THE LODI CITY COUNCIL  
August 17, 1988

Alice M. Reimche  
Alice M. Reimche  
City Clerk



*Lodi Country*  
PREMIUM WINES

August 17, 1988

The Honorable Mayor Pinkerton  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95240

Dear Mayor Pinkerton :

The Lodi District Chamber of Commerce at their August 16, 1988 meeting, unanimously voted to support the Lodi Grower-Vintner Alliance in their efforts to replace the current "Discover the Taste of Lodi" billboards located on Highway 99 at both the north and south ends of our city.

The Lodi Chamber feels the new theme chosen by their organization referring to Lodi as the "Zinfandel Capital of the World" is very appropriate for our area.

We urge the support of the Lodi City Council in approving the new billboard design as proposed by the Lodi Grower-Vintner Alliance.

Sincerely,

*Mary Lee Hope*

Mary Lee Hope  
President

MLH/tja



LODI  
*Grower-Vintner*  
ALLIANCE

P.O. Box 877  
Lodi, California 95241  
(209) 368-0685

August 8, 1988

TO: Lodi City Council  
FROM: Lodi Grower-Vintner Alliance  
SUBJECT: Billboard Design

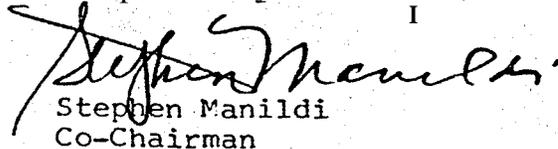
Attached is a proposed design change for the city-leased billboards on Highway 99 at the north and south ends of town. This design will replace the current "Discover the Taste of Lodi" design which has become faded and unattractive.

There is no cost involved in repainting the billboards with this new design. The contract between the city and the billboard company is for three years and includes two repaints as part of the rental charges. This will be the second repaint under the current contract.

The colors will be: Grapes and wine - purple; leaves - green; "Welcome to Lodi" - magenta; "Zinfandel Capital of the World" - purple; and "Food-Lodging-Shopping-Winetasting" - aqua blue.

The design has been reviewed by and meets the approval of the Lodi District Chamber of Commerce. If the Council approves the design, we will notify the billboard company. The repaint will be done in four to six weeks.

Respectfully submitted,

  
Stephen Manildi  
Co-Chairman

*"Discover the taste of Lodi"*