

CITY COUNCIL MEETING

FEBRUARY 2, 1983

REGULAR CALENDAR

CONTRACTS WITH  
3M NATIONAL  
ADVERTISING CO  
BILLBOARDS FOR  
CITY AT ENTRANCES  
APPROVED

Following introduction of the matter by City Manager Glaves, Council on motion of Mayor Reid, Olson second, approved 3 year contracts with 3M National Advertising Company for outdoor advertising on billboards at Highway 99 in the area of Peltier Road and Armstrong Road and authorized the Mayor and City Clerk to execute the Contracts on behalf of the City.

Following introduction of the matter by Assistant City Manager Glenn, Council took the following actions pertaining to labor negotiations with the Lodi Police Unit:

- a) On motion of Mayor Pro Tempore Murphy, Olson second, received Lodi Police Officers Association: 1982 Memorandum of Understanding.
- b) On motion of Mayor Pro Tempore Murphy, Olson second, adopted Resolution No. 83-9 - "Resolution Amending 'Rules for Personnel Administration, City of Lodi', Rule 9, Section 6, re Holidays Observed by City of Lodi Employees, and Thereby Rescinding Resolution No. 82-131 - Pertaining Thereto".
- c) On motion of Mayor Pro Tempore Murphy, Snider second, Council adopted Resolution No. 83-10 - "Resolution establishing bi-weekly salaries to be paid to sworn personnel of the Police Department and establishing effective dates".

# COUNCIL COMMUNICATION

K1  
NO.

TO: THE CITY COUNCIL

DATE

FROM: THE CITY MANAGER'S OFFICE

January 25, 1983

SUBJECT: CONTRACTS WITH 3M NATIONAL ADVERTISING COMPANY FOR 1983 OUTDOOR ADVERTISING AT HIGHWAY 99 IN THE AREA OF PELTIER ROAD AND ARMSTRONG ROAD

The Lodi City Council, several meetings ago, referred back to Staff the proposed new contracts with 3M National Advertising Company for 1983 Outdoor Advertising on billboards located on Highway 99 in the area of Peltier Road and Armstrong Road. The proposed new contracts were for 12 months at the following rates:

Highway 99/Peltier \$350.00 per month

Highway 99/Armstrong \$334.00 per month

A recap of the Hotel-Motel Tax Collection as prepared by the Finance Department was reviewed.

City Manager Graves and I met with representatives of the Motel Industry in Lodi as well as representatives of the Lodi District Chamber of Commerce regarding the matter.

It is their belief that these billboards have a positive affect on business within our community and they urged that the City continue this program of advertisement.

Mr. Graves and I then met with a representative of the 3M Company in an effort to negotiate down the rental cost of these billboards under the proposed contract. Following the meeting 3M called to state that they would be willing to offer the City of Lodi the following contract for the subject billboards.

1. Term of Contract - 3 years
2. Price for the first year would not change from the existing contracts or \$299.00 per month per billboard
3. The price for years 2 and 3 under the proposed contracts would escalate by 12% per year.

## RECOMMENDED ACTION:

That the City Council of the City of Lodi approve 3 year contracts with the 3M National Advertising Company, for outdoor advertising on billboards located at Highway 99 in the area of Peltier Road and Armstrong Road under the terms heretofore outlined.

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

K1

MEMORANDUM

TO: Henry A. Graves, Jr., City Manager  
FROM: Robert H. Holm, Finance Director  
DATE: December 10, 1982  
SUBJECT: Hotel-Motel Tax Collections

Year	Amount Collected	Amount of Increase (Decrease) Over Previous Year	Percent of Increase (Decrease) Over Previous Year
1972-73	\$19,768.	\$ 751.	4%
1973-74	20,727.	959.	5%
1974-75	22,379.	1,652.	8%
1975-76	27,401.	5,022.	22%
1976-77	39,780.	12,379.	45%
1977-78	49,244.	9,464.	24%
1978-79	54,159.	4,915.	10%
1979-80	54,562.	403.	1%
1980-81	50,496.	(4,066.)	(7%)
1981-82	52,509.	2,013.	4%

Billboard Advertising  
2/75

RHH