

P 398
cc-6
cc-12a
cc-13

CITY COUNCIL MEETING

APRIL 6, 1983

CONTRACT FOR
POSTER BOARD
LOCATED ON
HIGHWAY 12 AT
ENTRANCE TO
CITY NOT
RENEWED

Following introduction of the matter by City Clerk Reimche and Council discussion, Council, on motion of Council Member Olson, Murphy second, declined to renew the contract with 3M Advertising Company for a Poster Board located on Highway 12 at the entrance to the City.

CITY COUNCIL

FRED M. REID, Mayor
ROBERT G. MURPHY,
Mayor Pro Tempore
EVELYN M. OLSON
JAMES W. PINKERTON, jr.
JOHN R. (Randy) SNIDER

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
POST OFFICE BOX 320
LODI, CALIFORNIA 95241
(209) 334-5634

416 F4
HENRY A. GLAVES, Jr.
City Manager

ALICE M. REIMCHE
City Clerk

RONALD M. STEIN
City Attorney

April 13, 1983

Mr. Bruce Henry
Sales Representative
3 M Advertising Company
2050 West Fremont Street
Stockton, CA 95203

Dear Mr. Henry:

Please be advised that the Lodi City Council in motion action taken at the regular meeting of April 6, 1983 declined to renew the contract with the 3M Advertising Company for rental of a poster board located west of Lodi on Highway 12.

We are enclosing herewith copies of the unexecuted contract and thank you for your assistance in this matter.

Very truly yours,

Alice M. Reimche

Alice M. Reimche
City Clerk

AMR:jj
Enc.

COUNCIL COMMUNICATION

TO THE CITY COUNCIL

DATE

NO.

FROM THE CITY MANAGER'S OFFICE

April 1, 1983

SUBJECT: CONTRACT WITH 3M ADVERTISING COMPANY FOR POSTER BOARD LOCATED ON HIGHWAY 12

The renewal contract with 3M Advertising Company for the Poster Board located on Highway 12 has been received.

This is a poster board rather than a painted billboard and therefore there are additional paper charges over and above the rental fee. It is estimated that these costs will be approximately \$683.00 on 12 - 30 sheets plus \$100.00 if additional art work is required.

The proposed contract with 3M for the subject poster board is a 3 year contract at the following charges:

Year 1 - \$275.00 per month
Year 2 - \$306.00 per month
Year 3 - \$333.00 per month

The contract calls for the posting paper to be changed every 60 days.

A breakdown of the monthly charges for this poster board for the past several years is as follows.

1978 - 10 months at \$135.00 per month
 2 months at \$175.00 per month
1979 - \$175.00 per month
1980 - \$175.00 per month
1981 - \$225.00 per month
1982 - \$250.00 per month

This renewal contract has been discussed in detail with representatives of the Lodi District Chamber of Commerce and it was mutually agreed that the recommendation to the City Council be not to renew this contract for the following reasons:

- a) The increased rental fees proposed in the renewal contract.
- b) The fact that this is a poster board which requires the additional cost of poster papers.
- c) Often times, particularly in bad weather, the poster paper is so damaged that its message is lost.
- d) There is question as to the effectiveness of this board because of the location.

COUNCIL COMMUNICATION

12
NO.

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

DATE
April 1, 1983

SUBJECT: CONTRACT WITH 3M ADVERTISING COMPANY FOR POSTER BOARD LOCATED ON HIGHWAY 12

The renewal contract with 3M Advertising Company for the Foster Board located on Highway 12 has been received.

This is a poster board rather than a painted billboard and therefore there are additional paper charges over and above the rental fee. It is estimated that these costs will be approximately \$683.00 on 12 - 30 sheets plus \$100.00 if additional art work is required.

The proposed contract with 3M for the subject poster board is a 3 year contract at the following charges:

Year 1 - \$275.00 per month
Year 2 - \$306.00 per month
Year 3 - \$333.00 per month

The contract calls for the posting paper to be changed every 60 days.

A breakdown of the monthly charges for this poster board for the past several years is as follows.

1978 - 10 months at \$135.00 per month
 2 months at \$175.00 per month
1979 - \$175.00 per month
1980 - \$175.00 per month
1981 - \$225.00 per month
1982 - \$250.00 per month

This renewal contract has been discussed in detail with representatives of the Lodi District Chamber of Commerce and it was mutually agreed that the recommendation to the City Council be not to renew this contract for the following reasons:

- a) The increased rental fees proposed in the renewal contract.
- b) The fact that this is a poster board which requires the additional cost of poster papers.
- c) Often times, particularly in bad weather, the poster paper is so damaged that its message is lost.
- d) There is question as to the effectiveness of this board because of the location.


Alice M. Reinche
City Clerk