

RESOLUTION NO. 1978- 60

AUTHORIZING THE GENERAL MANAGER TO ENTER INTO AN AGREEMENT WITH CITY SHELTERS OF CLEVELAND, INC., TO PROVIDE PASSENGER SHELTER ADVERTISING AND SHELTER CLEANING SERVICES

WHEREAS, the Board of Trustees has determined that placement of advertising upon the Authority's passenger shelters is an appropriate means of generating income for the Authority; and

WHEREAS, City Shelters of Cleveland, Inc., has proposed to install advertising displays upon shelters, provide for their illumination and repairs, to conduct advertising display services and to clean all shelters acquired under the Authority's capital improvement program; and

WHEREAS, a proposed personal service agreement has been submitted to the Board containing provisions favorable to the Authority;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the General Manager be, and hereby is, authorized and directed to enter into an agreement with City Shelters of Cleveland, Inc., providing for the rental of advertising space in consideration of the payment of commissions and performance of cleaning and other obligations by City Shelters of Cleveland, Inc.

Section 2. That said agreement shall include the following provisions:

- A. City Shelters shall clean all shelters constructed under the Authority's capital improvement program in accordance with RTA specifications;
- B. City Shelters shall be given the exclusive franchise to conduct advertising displays on as many of the above-mentioned shelters as deemed suitable, and be given the right to install illuminated display panels on one side of the shelters. The responsibility for installing the advertising panels, providing electrical sources, repairs of the panels and the cost of electricity consumed by the panels shall be borne solely by City Shelters;
- C. The Authority shall receive fifteen percent (15%) of the net advertising proceeds during the first five year term of the agreement, with provisions for an increase of the percentage to a maximum of twenty percent (20%) during the second five year term;

- D. The establishment of the time for initial obligations of both parties as well as the time reference for the commencement of five year term.
- E. A minimum monthly guarantee of no less than seventy-five percent (75%) of average monthly revenues paid to RTA during the last six months of the first year following installation of the entire group of shelters.
- F. City Shelters shall assume liability for damages or injury caused by or arising from the condition of the advertising box, and RTA shall assume liability for repairs of the remainder of the shelter and liability for injury or damage caused by or arising from the condition of the remainder of the shelter;
- G. City Shelters will provide a performance and surety bond to protect RTA's interest and involvement in the transit shelter advertising and cleaning program, with additional assurances provided.

Section 3. That this resolution take immediate effect upon its adoption.

Adopted: March 14, 1978

Wm. J. Bouffard  
President

Attest: William C. Lehman  
Secretary-Treasurer