



RESOLUTION NO. 22-096

STATE OF LOUISIANA
PARISH OF ORLEANS

**Amendment/Extension to the Exclusive Right to Market Advertising Space on RTA
Buses, Streetcars, Ferries, and Ferry Terminals**

Introduced by Commissioner Neal seconded by Commissioner Walton.

WHEREAS, the contract between the agency and Vector Media (previously Laurel Communications) is set to expire on December 31, 2022.

WHEREAS, to improve the communication of passenger ferry fares, schedules, payment options, and special events schedule to riders. Vector Media will purchase and install two (2), installing information/wayfinding/advertising digital kiosks at mutually agreed upon locations at the Canal Street and Algiers Ferry Terminals at a cost not to exceed \$150,000.

WHEREAS, the estimated cost for two (2) kiosks includes but is not limited to equipment, permits, and necessary utility connections is \$150,000.

WHEREAS, Laurel Communications, the original contracting entity has merged with Vector Media and as such payments and correspondence shall be with Vector Media going forward.

WHEREAS, the purchase of the new digital kiosks will be charged to the account established for agency marketing as part of the annual budget.

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Regional Transit Authority hereby authorize the Chief Executive Officer to execute the amendment and extension to the Exclusive Right to Market Advertising Space on RTA Buses, Streetcars, Ferries, and Ferry Terminals with Vector Media until December 31, 2024 and thereafter would continue on a month-to-month basis until such time as either party terminates the contract by issuing the 30-day prior written notice to the other party and allows the purchase of two (2) information/wayfinder/advertising digital kiosks at mutually agreed upon locations at the Canal Street and Algiers Ferry Terminals at a cost not to exceed \$150,000.

THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS:	<u>8</u>
NAYS:	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>0</u>

AND THE RESOLUTION WAS ADOPTED ON THE 13th DAY OF DECEMBER, 2022.

A handwritten signature in dark ink, appearing to read "Mark Raymond, Jr.", is positioned above a solid horizontal line.

**MARK RAYMOND, JR.
CHAIRMAN
RTA BOARD OF COMMISSIONERS**