



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6307

RESOLUTION NO. 23-087

STATE OF LOUISIANA
PARISH OF ORLEANS

**AUTHORIZE THE CHIEF EXECUTIVE OFFICER TO NEGOTIATE
AND EXECUTE A LICENSING AGREEMENT WITH MIGNON FAGET**

Introduced by Commissioner Sams, seconded by Commissioner
Neal.

WHEREAS, on September 13, 2023, after a competitive procurement process, the RTA entered a contract with Bayou Brands Merch LLC to facilitate the merchandise selection for the agency's retail sales line of business which is intended to serve as an additional revenue stream. Retail revenue will be generated from a combination of licensing agreements and direct merchandise sales through the RTA website and limited in-person opportunities.

WHEREAS, Bayou Brands Merch LLC on behalf of the RTA has been authorized to coordinate product selection, product sourcing, design consultation, and vendor facilitation.

WHEREAS, Bayou Brands Merch LLC has facilitated a potential licensing agreement with Mignon Faget, for RTA's streetcars branded merchandise including drinkware and holiday ornaments.

WHEREAS, upon execution of the licensing agreement, the RTA will receive an agreed percentage of gross revenues within an identified timeframe of agreed RTA streetcars branded merchandise.

NOW, THEREFORE, BE IT RESOLVED that the RTA's Chairman of the Board or its designee has the authority to negotiate and execute licensing or other legal agreements to facilitate retail revenue streams, including a licensing agreement with Mignon Faget.

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

YEAS:	7
NAYS:	0
ABSTAIN:	0
ABSENT:	1

AND THE RESOLUTION WAS ADOPTED ON THE 12th DAY OF DECEMBER, 2023.



MARK RAYMOND, JR.
CHAIRMAN
RTA BOARD OF COMMISSIONERS

