



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

RESOLUTION NO. _____

STATE OF LOUISIANA
PARISH OF ORLEANS

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

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 scheduled for 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 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, and the account is the following account # 1.1126.

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 Terminal 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: _____
NAYS: _____
ABSTAIN: _____
ABSENT: _____

AND THE RESOLUTION WAS ADOPTED ON THE ____th DAY OF MONTH, 2022.

MARK RAYMOND, JR.
CHAIRMAN
RTA BOARD OF COMMISSIONERS