



Board Report

File #: 2017-0883, **File Type:** Informational Report

Agenda Number:

MOTION BY DIRECTORS KUEHL AND BUTTS:

- a. That the MTA Board limit the number of days a single advertiser can “dominate” a station to 90 days. In addition, a 90-day cooling off period shall immediately follow, in which the vendor is not able to “dominate” that same station;
- b. MTA staff must inform the Metro Board of any upcoming “station domination” at least 10 business days prior to them occurring. In addition, if the “station dominations” are to occur above-ground, MTA staff must also inform the local jurisdiction at least 10 business days prior to the “station domination” occurring;
- c. MTA staff must inform the Metro Board of any digital displays at least 10 business days prior to them being installed. The notification shall include, at a minimum, the number and location of digital displays. In addition, if the digital displays are above-ground, MTA staff must also inform the local jurisdiction at least 10 business days prior to the displays being installed.