



Board Report

File #: 2021-0071, **File Type:** Motion / Motion Response

Agenda Number: 40.1.

**REGULAR BOARD MEETING
FEBRUARY 25, 2021**

Motion by:

DIRECTOR BUTTS

Related to Item 40: Commercial Sponsorship and Adoption Policy

The new advertising policy in general makes sense, it's when you deal with the uniqueness of "destination" stations that the policy needs to give greater attention to avoid station take-overs or dominations at in-opportune times or durations.

I understand why station take-overs can be very beneficial for smaller stations, but some stations need to be managed differently, for example stations like the existing Santa Monica terminus or the future Crenshaw La Brea Station or the AMC station at 96th street when events such as the Super Bowl, World Cup and the Olympics occur. In some situations "take-overs" or dominations should not be longer than 3 months and should be reviewed by the Board in terms of the timing of major cultural and sporting events taking place nearby as already reflected in the existing contract language for Metro's Rail Advertising vendor dating back to September 2017.

This will alleviate the need to lower the \$500,000 dollar threshold for review because it would take at least six months to generate \$500,000 dollars in advertising revenue for a station domination. The Board can then decide if they want to allow for a sponsorship based on timing and not content. This also takes care of having to single out specific stations, because all stations will be subject to this policy

I would urge the Board to use the existing contract language reflected below regarding the 90-day maximum duration for all short-term station advertising.

SUBJECT: AMENDMENT TO COMMERCIAL SPONSORSHIP AND ADOPTION POLICY

RECOMMENDATION

I, therefore move, that we amend the language in the proposed policy under "Temporary Sponsorship" to put in place the 90-day maximum short-term duration for all station dominations, station naming and sponsorships unless approved by the Board to go beyond 90 days as currently reflected in contract language 8.6.2.of Metro's Rail Advertising vendor, Intersection.