



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Minutes - Final Transit and Parking Commission

Wednesday, June 30, 2010

4:30 PM

City Hall, Room 301

Call To Order

The meeting was called to order at 4:30 P.M.

Also Present: Tom Eeg, Steve Rogstad, Kevin Weslaski, John Magee, Ann Wirte

Approval of Minutes for the May 26, 2010 Meeting

PRESENT: 4 - Deborah Ganaway, Raymond DeHahn, Kristin Niemiec and Mark Kowbel

Parking System Business

Transit System Business

1. [10-5242](#) **Subject:** Communication from the Assistant Commissioner of Public Works/Operations submitting a contract from Image Management to manage the City of Racine BUS advertising.

Recommendation of the Transit and Parking Commission on 06-30-10: Approve the agreement as modified and authorize the Mayor and City Clerk to enter into an agreement with Image Management.

Fiscal Note: Estimated monthly revenue is \$3,600.00.

Steve Rogstad explained the proposal is \$100 per month per bus and would be handled by Image Management. They are currently paying \$200 per month for their advertising but this proposal would require them to build, install and maintain the signs used for advertising.

Kevin Weslaski from Image Management said they paid \$200 per month to LeMar for this service and LeMar handled the design and maintenance of the sign. They will now market the advertising and create signage to use for the advertising.

After further discussion, it was decided that the City should receive 50% of the advertising costs received by Image Management with a minimum of \$100 per month.

Motion made by DeHahn, seconded by Niemiec to approve the contract as modified and to authorize the Mayor and City Clerk to enter into an agreement with Image

Management.

Recommended For Approval

2. [10-5280](#) **Subject:** (Direct Referral) Communication from the General Manager of PTMR submitting the financial and operating report for May 2010.

Recommendation of the Transit and Parking Commission on 06-30-10: Receive and file.

Fiscal Note: N/A

Steve Rogstad went over the details of the report.

Motion made by DeHahn, seconded by Niemiec to receive and file the report.

Recommended to be Received and Filed

Adjournment

The meeting adjourned at 5:24 P.M.

If you are disabled and have accessibility needs or need information interpreted for you, please contact the Engineering Department, 636-9166, at least 48 hours prior to this meeting.