



Birmingham-Jefferson County Transit Authority
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Report to the Board
Bus Advertising ad hoc Committee
Monday, September 12, 2011

Opening: The meeting was called to order by Chairman Guin Robinson, at 8:30 a.m. in the Executive Briefing Room, located at Central Station, 1735 Morris Avenue, Birmingham, Alabama 35203.

Members Present: Martin Edwards-Clark, Jacquese Gary, Johnnye P. Lassiter, Barbara Lawson, Chris Leffert, Dr. Jesse Lewis, Guin Robinson, and Rev. Patrick Sellers

Adoption of the Agenda: The agenda was adopted by general consent.

Items for Information and/or Discussion:

Bus Advertising Policy:

Dr. Lewis reported that bus advertising is allowed by 97% of transit systems. The BJCTA has received an average of \$100,000 per year over the past five years from bus advertising. In the most recent years, the amount was less due to the bad economy. Advertising is not allowed on new buses for a period of one to two years because of the paint.

The current contract with Response Advertising ends October 20, 2011; however, there is a resolution coming before the committees this month to consider exercising the first one year renewal option to the contract with Response Advertising for the purpose of administering the BJCTA's Bus Advertising Program. The BJCTA currently receives 60% of the revenues; the advertising firm, 40%.

The consensus of the Committee is to continue advertising and have Finance create an advertising budget, based on bus advertising revenues, for earmarking funds for future public relation/advertising needs. The bus number, "MAX" logo, and all disclaimers should be clearly visible. A trade of TV time for bus advertising should also be considered.

Ms. Gary agreed to review policies of other transit systems and draft a general policy for review by BJCTA attorneys. The policy should contain verbiage for advertising guidelines, especially for advertising that will be prohibited. Some items, such as tobacco, are automatically prohibited by law; however, there will be controversial items to be decided by the full board, such as alcohol and political advertising. The draft policy will be presented to the Program Development Committee for discussion.

Mr. Robinson requested that the board be given a one page report on real numbers instead of averages, both of advertising costs and revenues.

The meeting was adjourned.

Minutes submitted by: Barbara Lawson, Administrative Assistant

Date: _____

Approved by: _____
Guin Robinson, Chairman