

Amending Motion by Mayor Antonio R. Villaraigosa

Executive Management & Audit Committee

**Item 38 – Advertising Policy**

I MOVE THAT the MTA Board adopt the CEO recommendation with the following amendments:

1. Pursue additional advertising revenue:
  - A. Direct the CEO to immediately implement pilot programs for the following items in Attachment B
    - B-2 Expand vending contracts
    - B-3 Product promotions, placement and sampling
    - B-4 Website and WiFi (including Gateway building)
    - B-5 Wholesale service sponsors
    - B-6 Product licensing
    - B-7 Facility naming
  - B. Establish a combined minimum revenue target of \$10 million for fiscal year 2006-2007 for all pilot programs (B-2 through B-7)
2. Direct the CEO to establish a revised revenue sharing agreement whereby MTA receives at least 65% of all advertising revenue for all new and future contracts
3. Direct the CEO to report back quarterly to EMAC with revenue update