TO: Mayor Shaun Sipma

Members of the City Council

FROM: Dan Jonasson, Director of Public Works

DATE: 11/18/2021

SUBJECT: Bus Advertising Contract with Kat and Company P 3687.3

I. RECOMMENDED ACTION

1. Recommend approval of advertising agreement with Kat and Company to advertise on the back of four transit buses for a period of six months from January 1st, 2022 through June 30th, 2022 and authorize the Mayor to sign the agreements.

II. DEPARTMENT CONTACT PERSONS

Dan Jonasson, Director of Public Works 857-4112
Jason Sorenson, Assistant Director of Public Works 857-4768
Brian Horinka, Vehicle Maint./Bus Superintendent 857-4149

III. DESCRIPTION

A. Background
Kat and Company, on behalf of the North Dakota Department of Health’s Women’s Way program, is requesting advertising space on the back of four Minot City Transit buses to promote the availability of free mammograms and pap tests for eligible women in North Dakota. This contract will be for a period of six months beginning January 1st, 2022 and ending June 30th, 2022.

IV. IMPACT:

A. Strategic Impact: N/A

B. Service/Delivery Impact: N/A

C. Fiscal Impact:
The net income to the city from this advertising source will be $455.00 per month over the period of the contract for a total income of $2730.00
V. ALTERNATIVES  
N/A  

VI. TIME CONSTRAINTS  
Council’s approval of this renewal will allow us to complete the agreement, install the advertising and have the advertising in place by 1-1-2022  

VII. LIST OF ATTACHMENTS  
A. Agreement for Advertising with Kat and Company  
B. Sample of Advertising Material