

# Mayor and Council Communication

**DATE:** 08/09/22

**M&C FILE NUMBER:** M&C 22-0565

**LOG NAME:** 17PID19BANNER

**SUBJECT**

(CD 3 and CD 7 ) Authorize Execution of an Agreement with Camp Bowie District, Inc., for Management of the City's Vertical Street Banner Program in the Public Improvement District No. 19 - Historic Camp Bowie Boundary and Waiver of Banner Policy Requirement of City Council Committee Recommendation

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**RECOMMENDATION:**

It is recommended that the City Council Authorize the City Manager to execute a Banner Program Management Agreement for management of the City's Vertical Street Banner Program in the Public Improvement District No.19 - Historic Camp Bowie boundary and waive the Banner Policy requirement of a City Council committee making a recommendation to the City Council.

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**DISCUSSION:**

On March 12, 1998, the City Council adopted a policy and procedures governing the placement of banners within the public right-of-way in the City on Mayor and Council Communication (G-12155) (the Banner Policy).

Camp Bowie District Inc., (CBDI) has requested that it be permitted to manage the City's banner program in the Historic Camp Bowie District areas of the City. CBDI currently is under contract to manage Public Improvement District No. 19 (Historic Camp Bowie PID). The specific area in which CBDI would manage the City's banner program will conform to the boundaries of the PID. CBDI will manage the banner program in accordance with the City's existing Banner Policy. The term of the proposed agreement will be contemporaneous with the terms of the Public Improvement District Management Agreements between the City and CBDI for administration of the Historic Camp Bowie PID.

CBDI will be required to maintain insurance in accordance with the Banner Policy. As compensation for its management services under the agreement, CBDI will charge and retain the fees set forth in the Banner Policy from entities requesting banner placement in the right-of-way and CBDI will not be subject to payment of any fees. Revenue generated from the banner program shall be retained by CBDI to facilitate the program.

The City Council hereby waives the requirement found in the Banner Policy and Procedures of requiring advance approval and recommendation from the appropriate City Council Committee.

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**FISCAL INFORMATION / CERTIFICATION:**

The Director of Finance Director certifies that approval of this recommendation will have no material effect on City funds.

**Submitted for City Manager's Office by:** Reginald Zeno 8517

**Originating Business Unit Head:** Robert Sturns 2663

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