

INFORMATION, TECHNOLOGY, AND GENERAL SERVICES COMMITTEE REPORT relative to a new lease with The Lamar Companies (LAMAR) for a single-sided advertising billboard located at 1901 North Highland Avenue.

Recommendation for Council action:

AUTHORIZE the Department of General Services (GSD) to negotiate and execute a lease with LAMAR to operate a single-sided advertising billboard, located at 1901 North Highland Avenue, Los Angeles, CA 90068, under the terms and conditions substantially as outlined in the subject GSD report dated March 6, 2019.

Fiscal Impact Statement: The GSD reports that the annual base revenue generated to the General Fund from this billboard will be \$2,520 (\$210/month). This results in an initial annual increase of \$2,160 over the current lease.

Community Impact Statement: None submitted.

SUMMARY

At its regular meeting held on March 27, 2019, the Information, Technology, and General Services Committee considered a GSD report dated March 6, 2019, relative to negotiating and executing a new lease with LAMAR for a single-faced junior poster sign located on City-owned vacant property located at 1901 North Highland Avenue.

During the discussion of the item, the GSD staff requested to make a technical correction to the GSD report dated March 6, 2019, noting that on page one of the report, paragraph three, the date of *January 5, 2018* is incorrect. Instead, the report should have noted December 21, 2017 as the correct date. The Committee Chair agreed to the change as corrected by GSD.

After providing an opportunity for public comment, the Committee moved to approve the recommendation contained in the subject GSD report. This matter is now transmitted to the Council for its consideration.

Respectfully Submitted,

INFORMATION, TECHNOLOGY, AND GENERAL SERVICES COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
SMITH	YES
BLUMENFIELD	YES
RODRIGUEZ	YES

LC 03/27/19

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**