

CLEVELAND PUBLIC LIBRARY

Board Meeting

February 21, 2013

**RESOLUTION TO ENTER INTO AN AGREEMENT WITH ADVERTISING
VEHICLES, INC. FOR TAILLIGHT BUS BILLBOARDS**

WHEREAS, The Cleveland Public Library is launching a new awareness campaign to increase reading, Library card sign up, and knowledge of Library services, and

WHEREAS, The Library wishes to take advantage of the benefits of mass transit advertising and its depth of reach into Cleveland's neighborhoods; now therefore, be it

RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO or his designee, to enter into an agreement with Advertising Vehicles, Inc. for (22) Taillight Bus Billboards for a 6 month period beginning March 4, 2013 and ending September 3, 2013 for a total cost of \$25,872.00, with the expenditure being charged to the General Fund Account 11610053-53240.