

CLEVELAND PUBLIC LIBRARY

Finance Committee

April 15, 2014

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

WHEREAS, The Cleveland Public Library (CPL) wants to increase its awareness of virtual services available with a CPL card such as eBooks, online classes, children's eMedia and the downloadable digital magazine service; 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 [April 30, 2014](#) and ending [October 30, 2014](#) for a total cost of \$25,872.00, with the expenditure being charged to the General Fund Account 11610053-53240.