



Baldwin County Commission

Legislation Details (With Text)

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On agenda: 8/13/2019 **Final action:**

Title: Baldwin Regional Area Transit System (BRATS) - First Amendment to Professional Services Contract with McNutt & Company, LLC, for Management of BRATS Advertising Program

Indexes:

Attachments: 1. First Amendment to Professional Services Contract for Advertising Program

Date	Ver.	Action By	Action	Result
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Meeting Type: BCC Work Session
Meeting Date: 8/13/2019
Item Status: New
From: Joey Nunnally, P.E., County Engineer
Submitted by: Matthew Brown, BRATS Director of Transportation

ITEM TITLE

Baldwin Regional Area Transit System (BRATS) - First Amendment to Professional Services Contract with McNutt & Company, LLC, for Management of BRATS Advertising Program

STAFF RECOMMENDATION

Take the following actions:

- 1) Approve the First Amendment to the Contract for Professional Services for Management of an Advertising Program on Baldwin Regional Area Transit System (BRATS) Buses between McNutt & Company, LLC, and the Baldwin County Commission to allow BRATS to manage the interior advertising space on its buses; and
- 2) Authorize the execution of any documents related to this agreement.

BACKGROUND INFORMATION

Previous Commission action/date: On November 21, 2017, the Baldwin County Commission authorized the Chairman to enter into an Advertising Program Broker Contract with McNutt & Company, LLC. The Contract covered all interior and exterior advertising on BRATS buses and was executed on December 8, 2017, effective for 36 months.

Background: BRATS is permitted to generate revenue through advertising on its buses. Revenue generated through advertising can be applied toward the Commission's local match of federal funds. In 2017, BRATS completed the request for proposal process and selected McNutt & Company, LLC,

to manage advertising on BRATS buses. McNutt & Company receives 50% of the advertising proceeds as its payment for its services.

Historically, the interior advertising has been underutilized. Currently, there is no revenue-generating interior advertising on the buses. BRATS has communicated with McNutt & Company and Alabama Department of Transportation (ALDOT) and both are willing to allow BRATS to take over management of the interior advertising space to see if BRATS can find a beneficial use for the space.

FINANCIAL IMPACT

Total cost of recommendation: N/A

Budget line item(s) to be used: N/A

If this is not a budgeted expenditure, does the recommendation create a need for funding? N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
Yes

Reviewed/approved by: David Conner, County Attorney, is reviewing.

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up:

Individual(s) responsible for follow up: Administration Staff

Action required (list contact persons/addresses if documents are to be mailed or emailed):
Administration Staff forward (3) originals to McNutt & Company for John McNutt's execution at the following address:

McNutt & Company, LLC
Attn: John McNutt
P. O. Box 2708

Auburn, Alabama 36831

After signed originals are returned by McNutt & Company, obtain signature of Chairman and witness and notarize signatures in appropriate areas.

Once the Chairman has executed the originals, please forward the three (3) originals to Alabama Department of Transportation for their approval and signature at the following address:

Alabama Department of Transportation
Local Transportation Bureau, Transit Section
Attention: Mr. D. E. Phillips, Jr., P.E.
1409 Coliseum Blvd., Room C-118
Montgomery, Alabama 36110

Forward a fully executed original to McNutt & Company, and a copy to BRATS Assistant Director, Chandra Middleton

Additional instructions/notes: N/A