

SPECIAL MEETING OF THE CITY COUNCIL  
OF THE CITY OF SAN ANTONIO HELD IN  
THE COUNCIL CHAMBER, CITY HALL, ON  
THURSDAY, SEPTEMBER 1, 1983.

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The meeting was called to order at 3:21 P.M. by the presiding officer, Mayor Pro Tem Joe Webb, with the following members present: BERRIOZABAL, WEBB, DUTMER, WING, EURESTE, THOMPSON, ALDERETE, HARRINGTON, ARCHER, HASSLOCHER. Absent: CISNEROS.

83-42 The Clerk read the following Ordinance:

AN ORDINANCE 57,533

AWARDING A CONCESSIONS CONTRACT TO ALLIED  
ADVERTISING AGENCY FOR OPERATION OF ADVERTISING  
BENCHES ON CITY RIGHT OF WAY.

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Mr. Hasslocher moved that the Ordinance be approved. Mr. Thompson seconded the motion.

Mr. Alderete spoke to the handout provided by Allied Advertising, concerning bus bench advertising.

Mr. Lewis Tarver, attorney for VIA Metropolitan Transit, spoke to the history of the City's franchise for bus bench advertising, noting that the American Legion first received the franchise in 1950. He then spoke to the problems associated with that franchise, including the location of some of the benches. He then stated that in 1970, the City asked the then-San Antonio Transit System to undertake ownership, location and advertising overview of the bus benches, and it did so. Subsequently, with the sale of the transit system to VIA, the contract fell to VIA, with a City Council Ordinance giving VIA the right to the bus bench advertising franchise for 10 years, beginning in 1980. He then spoke of the VIA/City cooperation in regulating bus bench advertising, noting that VIA officials were surprised by this proposal and asked the Council to give VIA time to study the matter before it acts. He further stated that VIA feels that the bus benches look better without any advertising.

Ms. June Kachtik asked the City Council to withhold action on this matter today, stating that the City has an ad hoc committee named to study the matter of billboard advertising, which she contends also includes this matter. She also stated her belief that the matter needs more discussion, and questioned whether or not the stated address of Allied Advertising is actually zoned in accordance with the City Code and the firm's actual use of the property.

Mr. Webb asked the City staff to check out this matter.

Mr. Thompson stated his opposition to much of the billboard advertising around the City, but not the bus bench advertising.

Mr. Tarver noted that many such benches are appearing at other than official VIA bus stops around the City and county, and are thus unauthorized. He also spoke to the unsightly nature of many of these benches.

A discussion then took place concerning the cost of such benches, the receipts they generate from advertising, their upkeep and other pertinent areas.

Mr. Thompson stated that the City Council wants to exercise tight control over the bus bench advertising in the City, which he believes it can do, with the advertising contract given to one firm. He then spoke to

problems experienced in past years with bus benches and their advertising, and stated his opinion that VIA's announced current plans to eliminate all advertising on bus benches is not what the City Council wants.

Ms. Jane Macon, City Attorney, stated that today's Ordinance specifies that the City will negotiate with VIA to terminate the prior contract concerning bench advertising.

Mrs. Dutmer spoke to the history of the bus benches and the advertising matter, and spoke in support of the Ordinance.

Mr. Hasslocher spoke in support of the Ordinance.

Ms. Macon stated that if this Ordinance is enacted today, Allied Advertising could place benches with advertising in public right-of-way at sites other than those controlled by VIA, without further action.

Mr. Alderete spoke in support of the Ordinance as a good method to raise City revenues.

Mr. Eureste stated his belief that this topic is one for discussion by City staff and the City Council, not an ad hoc committee, and spoke of his concern for the verbal attack on Allied Advertising and its zoning.

A discussion took place concerning VIA's current advertising campaign, speaking to elimination of advertising on bus benches.

A discussion then took place concerning the location of VIA benches along the Guadalupe Street line, as compared to location of Allied Advertising benches in the same area, and the legality of placement of benches on private properties.

A brief discussion then took place concerning the VIA campaign in favor of eliminating bus bench advertising.

Mr. Archer spoke in favor of the Ordinance.

After consideration, the motion, carrying with it the passage of the Ordinance, prevailed by the following vote: AYES: Webb, Dutmer, Eureste, Alderete, Harrington, Archer, Hasslocher; NAYS: None; ABSENT: Berriozabal, Wing, Thompson, Cisneros.

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83-42 Mayor Pro Tem Webb then adjourned the special meeting at 4:20 P.M. and reconvened the regular meeting for an Executive Session.

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A P P R O V E D

*Henry Cisneros*  
M A Y O R

ATTEST: *Norma J. Rodriguez*  
C I T Y C L E R K