



It is the mission of the Ann Arbor Transportation Authority to provide useful, reliable, safe, environmentally responsible, and cost-effective public transportation options for the benefit of the Greater Ann Arbor Community.

Agenda

Thursday, November 29, 2012

Ann Arbor Transportation Authority

Board of Directors Meeting

Ann Arbor Transportation Authority, 2700 South Industrial Highway, Ann Arbor 4:00 p.m.

- 1.0 Public Hearing – None Scheduled
- 2.0 Communications and Announcements
- 3.0 Public Time – Comment on Agenda Items
- 4.0 Review and Approval of Minutes – None
- 5.0 Board and Staff Reports
 - 5.1 Revised Advertising Policy
- 6.0 Question Time
- 7.0 Old Business
- 8.0 Executive Session: Consider Material Exempt from Discussion or Disclosure by State or Federal Statute; Michigan Open Meetings Act; Section 8(h)
- 9.0 New Business
 - 9.1 Consideration of Resolution Adopting a Revised Advertising Policy (p. 1-2)
- 10.0 Public Time
- 11.0 Adjourn

Resolution 4/2013

Adoption of Revised Advertising Policy

WHEREAS, on March 23, 2005 the Ann Arbor Transportation Authority (AATA) Board of Directors (Board) adopted an advertising policy to support selling commercial advertising space for the purpose of generating additional revenues, and

WHEREAS, the Board now desires to update the Advertising Policy, which has been approved by legal counsel,

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors hereby adopts the attached Revised Advertising Policy.

Charles Griffith, Chair

Anya Dale, Secretary

November 29, 2012

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Proposed Revised AATA Advertising Policy

A. The AATA, by permitting commercial advertising in or on its vehicles, shelters, informational material, buildings, and benches, does not thereby intend to create a public forum. Further, AATA requires that such advertising comply with specified standards to further the purposes of providing revenue for AATA, increasing ridership, and assuring that AATA riders will be afforded a safe and pleasant environment. AATA reserves the right to approve all advertising, exhibit material, announcements, or any other display and their manner of presentation. ~~All advertising must be in considered in good taste and shall uphold the aesthetic standards as determined by AATA.~~

B. **In order to minimize the chances of abuse, the appearance of favoritism, and the risk of imposing upon a captive audience,** advertising in or on AATA vehicles, in AATA shelters, buildings, benches or informational material which does any of the following shall be prohibited.

1. Contains false, misleading, or deceptive material.
2. Promotes an illegal activity.
3. Advocates violence or crime.
4. Infringes copyright, service mark, title or slogan.
5. Defames or is likely to hold up to scorn or ridicule a person or group of persons.
6. States or implies the endorsement of a product or service by AATA.
7. ~~Supports or opposes the election of any person to office or supports or opposed any ballot proposition.~~ **Contains political or political campaign advertising.**
8. ~~Contains material which is obscene, as defined by MCL 752.362 or sexually explicitly, as defined by MCL 722.673, and as such statutes shall be amended or supplemented.~~ **Contains advertising that is obscene or pornographic, or in advocacy of imminent lawlessness or violent action.**
9. Promotes alcohol or tobacco products.