

January 23, 2025



MINUTES OF THE
GOVERNMENTAL AFFAIRS AND PUBLIC INFORMATION COMMITTEE/
COMMITTEE OF THE WHOLE

These minutes are supplemented by the audio recording that is posted online at:
<https://www.goldengate.org/district/board-of-directors/meeting-documents>.

Honorable Board of Directors
Golden Gate Bridge, Highway
and Transportation District

Honorable Members:

A meeting of the Governmental Affairs and Public Information Committee/Committee of the Whole (Committee) of the Golden Gate Bridge, Highway and Transportation District (District) met in regular session in the Board Room, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA, on Thursday, January 23, 2025, at 10:53 a.m., with Chair Snyder presiding. A remote audio option for public participation was available.

- (1) **Call to Order:** 10:53 a.m.
- (2) **Roll Call:** Secretary of the District Amorette Ko-Wong **[00:37 Minutes Mark on the Audio Recording]**

Committee Members Present (7): Chair Snyder, Vice Chair Giudice; Directors Garbarino, Hill, Rabbitt and Rodoni; President Cochran.

Committee Members Absent (1): Director Dorsey.

Other Directors Present (6): Directors Grosboll, Hernández, Mastin, Pahre, Thériault and Thier.

Committee of the Whole Members Present (13): Directors Garbarino, Giudice, Grosboll, Hernández, Mastin, Pahre, Rodoni, Snyder, Thériault and Thier; Second Vice President Rabbitt; First Vice President Hill; President Cochran.

Committee of the Whole Members Absent (4): Directors Conroy, Dorsey, Engardio, and Moulton-Peters.

[Note: On this date, there were two vacancies on the Board of Directors.]

Staff Present: General Manager Denis Mulligan; Auditor-Controller Jennifer Mennucci; District Engineer John Eberle; Secretary of the District Amorette Ko-Wong; Attorney Kimon Manolius; Deputy General Manager/Ferry Division Michael Hoffman; Deputy

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General Manager/Administration and Development Kellee Hopper; Director of Marketing and Communications Dana Fehler; Executive Administrator to the General Manager Justine Bock; Senior Board Analyst Elizabeth Eells.

A copy of the report is available on the District's web site at <https://www.goldengate.org/district/board-of-directors/meeting-documents> or upon request from the Office of the District Secretary.

(3) Approve Award of Contract No. 2024-MD-009, *Advertising Services*, to Lamar Transit, LLC [01:09 Minutes Mark on the Audio Recording]

Director of Marketing and Communications Dana Fehler presented the staff report.

[04:48 Minutes Mark on the Audio Recording]

Director Rabbitt inquired about the \$10,000 allocation for the District's advertising goals. Ms. Fehler responded.

Director Snyder inquired about the current advertising revenue. Ms. Fehler responded.

Director Rabbitt commented and inquired about the sole response to the Request For Proposal. Mr. Mulligan responded.

Director Hernández inquired about the other two vendors that will no longer be part of the District's advertising program. Ms. Fehler responded.

(a) Action by the Committee

Staff recommended and the Committee concurred by motion made and seconded by **Directors RABBITT/GIUDICE** to forward the following recommendation to the Board of Directors for its consideration:

RECOMMENDATION

The Governmental Affairs and Public Information Committee/Committee of the Whole recommends that the Board of Directors approve award of Contract No. 2024-MD-009, *Advertising Services*, to Lamar Transit, LLC to provide the Golden Gate Bridge, Highway and Transportation District (District) with District-wide advertising services for a period of three base years, with three one-year options exercisable at the District's discretion.

Action by the Board at its meeting of January 24, 2025 – Resolution

AYES (13): Directors Garbarino, Giudice, Grosboll, Hernández, Mastin, Pahre, Rodoni, Snyder, Thériault and Thier; Second Vice President Rabbitt, First Vice President Hill; President Cochran.

NOES (0): None.

ABSENT (4): Directors Conroy, Dorsey, Engardio, and Moulton-Peters.

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(4) Public Comment

There were no public comments.

(5) Adjournment [09:10 Minutes Mark on the Audio Recording]

All business having been concluded, Directors GIUDICE/MASTIN moved and seconded that the meeting was adjourned at 11:02 a.m.

Respectfully submitted,



Chris Snyder, Chair
Governmental Affairs and Public Information Committee

CS:AMK:EIE:tnm