



Huntsville, Alabama

305 Fountain Circle
Huntsville, AL 35801

Cover Memo

Meeting Type: City Council Regular Meeting **Meeting Date:** 2/13/2025

File ID: TMP-5200

Department: Administration

Subject:

Type of Action: Approval/Action

Resolution authorizing the Mayor to enter into an Agreement between the City of Huntsville and RP Media, for digital billboards.

Resolution No.

Finance Information:

Account Number: N/A

City Cost Amount: \$14,400

Total Cost: \$14,400

Special Circumstances:

Grant Funded: N/A

Grant Title - CFDA or granting Agency: N/A

Resolution #: N/A

Location: (list below)

Address:

District: District 1 District 2 District 3 District 4 District 5

Additional Comments:

RESOLUTION NO. 25-_____

BE IT RESOLVED by the City Council of the City of Huntsville, Alabama, that the Mayor be, and he is hereby authorized to execute and enter into an Agreement to Exercise Option for Contract Extension by and between the City of Huntsville and RP Media, Inc., on behalf of the City of Huntsville, a municipal corporation in the State of Alabama, which said agreement is substantially in words and figures similar to that certain document attached hereto and identified as “Agreement to Exercise Option for Contract Extension between the City of Huntsville and RP Media, Inc.,” consisting of two (2) pages including an attachment, and the date of February 13, 2025, appearing on the margin of the first page, together with the signature of the President or President Pro-Tem of the City Council, an executed copy of said document being permanently kept on file in the Office of the City Clerk of the City of Huntsville, Alabama.

ADOPTED this the 13th day of February, 2025.

President of the City Council of the
City of Huntsville, Alabama

APPROVED this the 13th day of February, 2025.

Mayor of the City of Huntsville, Alabama

**AGREEMENT TO EXERCISE
OPTION FOR CONTRACT
EXTENSION BETWEEN THE CITY OF
HUNTSVILLE AND RP MEDIA, INC.**

STATE OF ALABAMA)
COUNTY OF MADISON)

AGREEMENT TO EXERCISE OPTION FOR CONTRACT EXTENSION


This Agreement is made and entered into this 13th day of February, 2025 by and between the City of Huntsville, Alabama, a municipal corporation in the State of Alabama (hereinafter referred to as the “City”) and RP Media, Inc. (hereinafter referred to as “RP Media”).

WHEREAS, the City and RP Media entered into an agreement (hereinafter referred to as the “Agreement”) for RP Media to provide digital billboard advertising services on November 2, 2023 pursuant to Resolution No. 23-934 and said agreement was modified on or about February 8, 2024 pursuant to Modification No. 1; and

WHEREAS, the parties desire to exercise the option to extend set forth in Paragraph No. 6 of the Modification No. 1 as approved by the City Council on or about February 8, 2024, pursuant to Resolution No. 24-75.

NOW THEREFORE, in consideration of the mutual promises and covenants, herein contained, the parties hereby agree as follows, to wit:

- 1. The term of the agreement, as modified by Modification No. 1 which was adopted by the City Council on or about February 8, 2024, is extended until February 1, 2026.
- 2. The attachment to Modification No. 1 is replaced by the attachment to this agreement called RP Media Contract for Digital Billboard Display and dated January 27, 2025.
- 3. All remaining terms and conditions set forth in Modification No. 1, except as noted herein, are adopted in their entirety, as if set out fully herein.
- 4. The Parties agree that any form of electronic signature, including but not limited to signatures via facsimile, scanning, or electronic mail, may substitute for the original signature and shall have the same legal effect as the original signature.

RP MEDIA INC
By: 
 Ric Patterson
Its: President

CITY OF HUNTSVILLE, ALABAMA
By: _____
 Tommy Battle
Its: Mayor

WITNESS:

Shaundrika Edwards, City Clerk

RP MEDIA CONTRACT FOR DIGITAL BILLBOARD DISPLAY

TO : Kelly Schrimsher
 City of Huntsville
 308 Fountain Circle
 Huntsville, Al. 35801

DATE : January 27, 2025
 CONTRACT NO. 012725A

The undersigned acting on behalf of the City of Huntsville hereby contracts with RP Media PO Box 2485, Huntsville, AL 35804 ("Company") for a digital billboard advertisement in the market listed below for a period of 12 months, February 2, 2025 thru February 1, 2026.

Artwork Spec : 200 pixel high x 760 pixel wide 72PPI Jpg

Artwork approved and posted by : Linda Patterson linda@rpmediaad.com (256-468-7311)

MARKET-LOCATION	DIRECTION	TYPE OF SERVICE	SIZE	NET COST PER MONTH
Huntsville, AL South Memorial Parkway, North of the Airport Rd intersection.	Northbound Driving S to N appears on left hand side of road	Digital billboard advertisement, displayed for 10 seconds every minute 24/7 on each side	10ft x 40ft full color digital billboard	\$1200.00
	And Southbound Driving N to S appears on Right hand side of road			
Special instructions :			TOTAL NET COST OF CONTRACT	\$14400.00

Invoices are billed net 30. Payment is due within these terms.

BY : _____

BY : Tom Ray *Tom Ray* _____

DATE : _____

DATE : January 27, 2025

