

STATE OF LOUISIANA
CITY OF WEST MONROE

ORDINANCE NO. _____

MOTION BY: _____

SECONDED BY: _____

AN ORDINANCE TO AUTHORIZE THE CITY OF WEST MONROE, LOUISIANA, TO ENTER INTO THREE BILLBOARD LEASE AGREEMENTS, EACH AFFECTING THE LIMITED USE OF CERTAIN DESCRIBED IMMOVABLE PROPERTY FOR BILLBOARD ADVERTISING PURPOSES, AND WHICH USES ARE NOT OTHERWISE NEEDED FOR ANY PUBLIC PURPOSE BY THE CITY OF WEST MONROE, LOUISIANA; TO PROVIDE FOR CERTAIN EXCHANGES OF LOCATIONS AND FOR CERTAIN ASSIGNMENTS OF USE AND THE REQUIREMENTS OF SUCH AN EXCHANGE OR AN ASSIGNMENT OF USE; AND TO OTHERWISE PROVIDE WITH RESPECT THERETO.

WHEREAS, the City of West Monroe, Louisiana, owns certain immovable properties which are not needed for public purposes and each of which has been and can continue to be encumbered by outdoor advertising structures without any significant loss of use or other detriment to the surrounding areas;

WHEREAS, the City of West Monroe, Louisiana, will benefit from these proposed billboard lease agreements by the use of the billboard advertising provided for the promotion of the City of West Monroe, and for activities which benefit the City of West Monroe; and

WHEREAS, the terms and conditions, and the benefits to be received by the City of West Monroe under the three proposed billboard lease agreements are fair and reasonable, and are beneficial to the City of West Monroe and its residents.

NOW, THEREFORE:

SECTION 1. BE IT ORDAINED by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in regular and legal session convened, that the City of West Monroe, Louisiana, is hereby authorized to enter into a billboard lease agreement with THE LAMAR COMPANIES, relating to the operation, maintenance and repair of an outdoor advertising structure affecting certain immovable property which is not needed for any public purpose and which is owned by the City of West Monroe, Louisiana, in exchange for the use of a certain face of that billboard by the City, all subject to all terms, conditions and provisions of that agreement attached hereto as Exhibit "A".

SECTION 2. BE IT FURTHER ORDAINED by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in regular and legal session convened, that the City of West Monroe, Louisiana, is hereby authorized to enter into an agreement with THE LAMAR COMPANIES relating to the operation, maintenance and repair of an outdoor advertising structure

affecting certain immovable property which is not needed for any public purpose and which is owned by the City of West Monroe, Louisiana, in exchange for the use of a certain face of that billboard by the City, all subject to all terms, conditions and provisions of that agreement attached hereto as Exhibit “B”.

SECTION 3. BE IT FURTHER ORDAINED by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in regular and legal session convened, that the City of West Monroe, Louisiana, is hereby authorized to enter into an agreement with The Lamar Company, relating to the operation, maintenance and repair of an outdoor advertising structure affecting certain immovable property which is not needed for any public purpose and which is owned by the City of West Monroe, Louisiana, in exchange for the use of a certain face of that billboard by the City, all subject to all terms, conditions and provisions of that agreement attached hereto as Exhibit “C”.

SECTION 4. BE IT FURTHER ORDAINED by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in regular and legal session convened, that Staci Albritton Mitchell, as Mayor of the City of West Monroe, Louisiana, be and she is hereby authorized to execute those Agreements described above on behalf of the City of West Monroe, Louisiana, reflecting the terms and conditions set forth therein, and to take any other action or execute any and all other documents deemed by her either necessary or appropriate in order to effectuate those Agreements.

SECTION 5. BE IT FURTHER ORDAINED by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in regular and legal session convened, that Staci Albritton Mitchell, as Mayor of the City of West Monroe, Louisiana, is here further authorized from time-to-time to exchange the use of a billboard face or faces which is provided to the City of West Monroe for advertising purposes under each of those billboard lease agreements for the use of a billboard face at a different location which she determines to be more advantageous to the City of West Monroe for the then-intended purpose, whether due to location or to gain access to an electronic face, as long as the overall exchange is determined by the City to be of equivalent value, or to assign use of a billboard face to an organization or entity for advertising purposes which use will provide a benefit to the City of West Monroe which is equivalent or greater than the value of the billboard face which is so assigned and then only if all of the terms and provisions of any such assignment are set forth in writing and are of a duration of no more than six (6) consecutive months, and with a new written agreement being required for each six months thereafter if a continuation of the assignment is desired.

SECTION 6. The above ordinance was introduced on February 4, 2025, in legal session convened; notice of this ordinance was published three times in fifteen (15) days, one week apart, as required by R.S. 33:4711; no opposition being filed, it is considered by sections, voted on by yea and nay vote, passed and adopted in legal session convened this 4th day of March, 2025, with the final vote being as follows:

YEA: _____

NAY: _____

NOT VOTING: _____

ABSENT: _____

ATTEST:

APPROVED THIS 4TH DAY OF
MARCH, 2025

ANDREA PATE, CITY CLERK
CITY OF WEST MONROE
STATE OF LOUISIANA

THOM HAMILTON, MAYOR PRO TEM
CITY OF WEST MONROE
STATE OF LOUISIANA