

LEGAL NOTICE

NOTICE is hereby given by the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, in accordance with Louisiana Revised Statutes, Title 33, Section 4712, that the proposed Ordinance 5502 attached hereto as Exhibit "A" was introduced at the regular meeting of the Mayor and Board of Aldermen of the City of West Monroe, Louisiana, on the 15th day of July, 2025, and will be considered for adoption at the regular meeting of the Mayor and Board of Aldermen on the 19th day of August, 2025 at 6:00 p.m., City Council Chambers, West Monroe City Hall, 2305 N. 7th Street, West Monroe, Louisiana. Any opposition to the proposed Ordinance must be in writing, filed with the City Clerk within 15 days of the first publication of this Legal Notice. A public hearing will be held on any such written opposition at the time, date and place set forth above for the consideration of the adoption of the proposed Ordinance.

Andrea Pate
City Clerk
City of West Monroe

STATE OF LOUISIANA
CITY OF WEST MONROE

ORDINANCE NO. 5502

MOTION BY: Westerburg

SECONDED BY: Brian

AN ORDINANCE TO AUTHORIZE THE CITY OF WEST MONROE, LOUISIANA, TO ENTER INTO A SPONSORED, CUSTOM DESIGNED STREET BANNER PROGRAM WITH COMMUNITY SHOWCASE BANNERS, LLC, TO CELEBRATE THE 250TH ANNIVERSARY OF THE UNITED STATES, AND WHICH WILL HAVE THE EFFECT OF LIMITING OTHER USE OF CERTAIN DESCRIBED IMMOVABLE PROPERTY BUT WHICH LIMITATIONS ON USE ARE NOT OTHERWISE NEEDED FOR ANY PUBLIC PURPOSE BY THE CITY OF WEST MONROE, LOUISIANA, AND THE OVERALL EFFECT IS BENEFICIAL TO THE CITY AND ITS RESIDENTS; AND TO OTHERWISE PROVIDE WITH RESPECT THERETO.

WHEREAS, the City of West Monroe, Louisiana (hereinafter sometimes simply "City") would like to celebrate the 250th anniversary of the establishment of the United States during 2026, while also showcasing the historical downtown of City; and

WHEREAS, City determined that an appropriate display of banners on downtown City light poles (or other appropriate City-owned structures) would be an excellent way of accomplishing these goals; and

WHEREAS, the City has located an established company that specializes in providing the type of custom-designed banners which the City wishes to display, and which is additionally able to provide the banners through a method whereby all costs are paid through local business sponsorships which are appropriately noted on the installed banners; and

WHEREAS, the terms and conditions of the proposed agreement and the benefits to be received by the City of West Monroe under this agreement 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 sponsored custom-designed street banner program with Community Showcase Banners, LLC, relating to the design, installation, and maintenance of decorative banners on City-owned lampposts or similar structures in the downtown business area which will celebrate the 250th "birthday" of the United States, and the space used by the banners is not otherwise needed for any public purpose, all subject to all terms, conditions and provisions of an agreement attached hereto as Exhibit "A", with such further provisions as set forth on Exhibit

forth on Exhibit “B”, with those banners to be generally placed on those lamp posts located as shown on Exhibit “C”.

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 once all terms and provisions have been finally agreed, the City of West Monroe, Louisiana, is hereby authorized to enter into that agreement with Community Showcase Banners, LLC, in exchange for Community Showcase Banners, LLC, obtaining sponsors for all banner locations, and all subject to all of the further terms, conditions and provisions of that final executed agreement.

SECTION 3. The above ordinance was introduced on July 15, 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 19th day of August, 2025, with the final vote being as follows:

YEA: _____

NAY: _____

NOT VOTING: _____

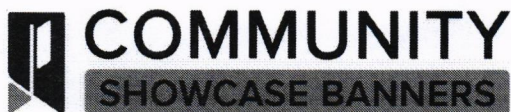
ABSENT: _____

ATTEST:

APPROVED THIS 19TH DAY OF
AUGUST, 2025

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

STACI ALBRITTON MITCHELL
CITY OF WEST MONROE
STATE OF LOUISIANA



Name: Courtney Hornsby
Title: Chief of Staff
Address: 2305 N 7th Street
City, State, Zip: West Monroe, LA 71291
Phone: 318-397-6735
Email: chornsby@westmonroe.la.gov
Website: cityofwestmonroe.com

EXHIBIT

A

This agreement is between Community Showcase Banners, LLC an affiliate company of CGI Communications, Inc. D/B/A CGI Digital and the City of West Monroe, LA, and shall remain in effect from the date it is signed by both parties until the completion of the one (1) year of banner display, but regardless shall terminate January 31, 2027.

Community Showcase Banners ("CSB") shall provide the following:


- A minimum of 25 identical custom- graphic vinyl banners for all permissible poles
- Business sponsors featured on the bottom 30% of the banner. City retains the right, in its sole discretion, to limit and/or prohibit any particular type or class of sponsor, or particular message.
- Artwork, design and size customized to meet your community's specifications (standard size 30" x 72"). CSB will not utilize a similar design to that here utilized within 75 miles of City.
- All brackets, hardware, installation and maintenance of banners, brackets, and hardware, and will promptly replace banners damaged (regardless of cause) or becoming tattered or having a faded appearance
- Quantity of banners determined by number of sponsor participants
- Duration of sponsor participation will be up to one (1) year.
- Sponsorship fulfillment including all related aspects of marketing, production, and printing
- The City of West Monroe, LA will assume no cost for the sales and production of the banners for this project
- CSB will fully indemnify City and hold City harmless from any and all liability or responsibility, regardless of how or when arising, and will name City as an additional insured on CSB's liability policy having coverage of no less than \$1,000,000.00.

The City of West Monroe, LA ("City") shall provide the following:

- Letter of introduction supporting the program on your organization's letterhead
- The right for Community Showcase Banners to use organization's name in connection with the preparation, production and marketing of the program set forth herein only
- Identification of, access to, and permission to utilize the preferred pole sites for accurate banner placement
- Identification of and access to a minimum of 25 poles for banner placement

Provider's Right to Cancel: The Provider may cancel this Agreement by providing express written notice of its intent to cancel within 90 days after the commencement of the banner display for the current term.

We, the undersigned, understand the above information and have full authority to sign this agreement.

West Monroe, LA	Community Showcase Banners / CGI Communications, Inc.
Signature:	
Name (printed):	Name (printed): Nicole Rongo
Title:	Title: Vice President, Government Relations & Strategic Partnerships, CGI Communications, Inc.



130 East Main Street, 5th Floor
Rochester, NY 14604

Phone: 800.398.3029
communityshowcasebanners.com

Additional Terms and Conditions to be Provided

This will be a one year agreement, focusing on USA 250. Any renewals or other banner programs will be through a separate agreement.

As a public entity, the City is legally prohibited from allowing certain types of advertising and is particularly concerned about the subject matter of any advertising which is located on the property of the City. Accordingly, City retains the right, in its sole discretion, to limit and/or prohibit any particular type or class of sponsor, or particular message.

Additionally, there shall not be any advertising which reflects support for or against a political candidate viewpoint, or which in any way may promote alcohol, tobacco or drug products, nor which may be deemed to create a public forum for a topic or topics. No sponsor or sponsor message shall state nor imply any immoral, vulgar, misreputable, or other wording that may be offensive to the public.

Solicitations shall be first made to merchants located in the downtown area (with a preference to sponsor banners located near their store location) and then focused on local businesses before solicitation of regional or statewide offices/businesses. We'd also like the number of banners that can be sponsored by a single business or individual to initially be limited to two banners until all downtown merchants and local businesses have been provided an opportunity to sponsor a banner.

I'd like to review a form of the agreement that you will utilize for sponsorships, to be comfortable that what those agreements provide are not contrary to what we envision. Also, I'd like to know your proposed pricing for the banner sponsorships.

The method of installation of the banners will be approved by our Office of Building and Development.

If possible, we'd ask you explore utilizing local suppliers if you are able to obtain comparable products or services at competitive prices.

Decorative Light Poles; Downtown West Monroe

