

**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner Steven Meiner  
DATE: June 28, 2023

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE  
TO DISCUSS ALCOHOLIC BEVERAGES ADVERTISEMENTS ON CITY TROLLEYS.

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**ANALYSIS**

Please place on the June 28, 2023 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee to discuss the present and future contracts with City vendor(s) pertaining to advertisements on City trolleys.

Recently, it has come to my attention that advertisements for alcoholic beverages are prominently displayed on some City trolleys. While tobacco (which I believe to be presently prohibited pursuant to the current contract) and alcoholic beverage advertisements likely generate and increase revenues to the City, residents have expressed concern that the City is outwardly promoting alcoholic beverages on its own means of transportation (trolleys) while the City, ironically, continues to grapple with many issues (including public safety matters) surrounding alcoholic beverages and alcoholic beverage establishments.

In an effort to fully understand and address this matter, I would request that the Administration be prepared to discuss the various issues surrounding the present and future City contracts with vendors for the marketing and advertisement on City trolleys including, but not limited to, the City's ability to approve/disapprove any particular advertisement(s), the expiration date of any such current contract(s), any ongoing negotiation(s) for future contracts, and the financial impact of eliminating alcoholic beverage advertisements in future contracts and replacing them with advertisements for other goods, products and/or services.

**SUPPORTING SURVEY DATA**

N/A

**FINANCIAL INFORMATION**

N/A

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

Yes

**Does this item utilize G.O. Bond Funds?**

No

**Legislative Tracking**

Commissioner Steven Meiner