

OHIO TURNPIKE COMMISSION

Resolution Ratifying Advertising Policy

WHEREAS, the Commission is authorized by Section 5537.04(A)(10) of the Revised Code to make and enter into all contracts and agreements necessary or incidental to the performance of its duties and the execution of its powers under Chapter 5537 of the Revised Code; and

WHEREAS, the Commission wishes to continue to enter into agreements that permit advertisements on its property that are consistent with its mission statement and purpose in operating the Ohio Turnpike, and that provide revenue for its operations; and

WHEREAS, the Commission's mission is to provide a user-fee supported highway with sound financial management that provides motorists and travelers with safe, modern and helpful services; and

WHEREAS, the Commission wishes to ratify the advertising policy contained in said agreements and those practices that have been utilized by the Public Affairs and Marketing Department to manage its existing advertising contracts as incorporated into the attached Advertising Policy; and

WHEREAS, the proposed Advertising Policy would continue to permit the Executive Director to enter into agreements that permit advertising at designated locations that provides motorists or travelers that promotes: 1) Safe, modern and helpful services; 2) An environment where families and travelers of all ages will be comfortable spending time while traveling on the Turnpike; 3) Information regarding travel and tourism; 4) Information regarding motor vehicle safety and financial responsibility; and 5) Products and services available to be purchased at the Commission's Service Plazas or from businesses in the vicinity of the Turnpike.

WHEREAS, the Executive Director and General Counsel have recommended that the Commission ratify the attached Advertising Policy in order to ensure the consistent administration of such contracts.

NOW THEREFORE, BE IT

RESOLVED, that the Commission hereby ratifies the attached Advertising Policy, and

FURTHER RESOLVED, that the Executive Director is authorized to implement and utilize the guidelines established under the policy and to enter into such agreements that are consistent with such policy.

(Resolution No. 46 - 2007 adopted October 15, 2007)