

LOS ANGELES METROPOLITAN TRANSIT AUTHORITY

Minutes of Regular Meeting of  
the Members of the Authority

November 20, 1962

Upon notice duly given, the Members of the Los Angeles Metropolitan Transit Authority met at a regular meeting in the Authority Board Room, 1060 South Broadway, Los Angeles 15, California, at 10:30 a.m. on November 20, 1962, at which time the Chairman called the meeting to order.

Chairman A. J. Eyraud, Members Walter M. Briggs, Fred S. Dean, N. R. Dumont, and Warden Woolard were present. Members M. W. Hall and Martin Pollard were absent. Also present were Executive Director C. M. G'lliss; General Manager Cone T. Bass; Controller H. L. Black; Director of Public Relations R. O. Christiansen; Chief Engineer Ernest R. Gerlach; Thomas J. Reilly of Musick, Peeler & Garrett; Secretary Virginia L. Rees; and the public.

The Minutes of the Regular Meeting held November 6, 1962 were approved.

Report of Director of Public Relations

Mr. Christiansen presented the report of the Public Relations Department, a copy of which is on file with the Secretary.

Christmas Promotional Program - Santa Twinkle Liner Service

After discussion, upon motion duly made, seconded and unanimously carried, the following resolutions were adopted:

WHEREAS, by cooperative efforts between the Downtown Business Men's Association and the Authority staff, a joint Christmas promotional arrangement has been worked out for the operation of a special shuttle bus service in the downtown Los Angeles area to be known as "Santa Twinkle Liner Service;" and

WHEREAS, under this program, two Authority buses would be painted in a Christmas motif at Authority expense and the buses would be operated in a loop around the downtown area by an Authority driver in a Santa Claus costume; and

WHEREAS, the Downtown Business Men's Association will contribute approximately \$2,000 to assist the Authority in defraying the expenses of the operation; and

WHEREAS, the purpose of the promotional program would be to encourage parents to bring their children downtown to ride with Santa Claus, and patronage on other lines leading into the downtown area would be expected to increase as a result of this promotion;

NOW, THEREFORE, BE IT RESOLVED, that the arrangement between the Authority and the Downtown Business Men's Association as set forth in letters dated October 16, 1962 and October 21, 1962 from Lloyd Hearn, Public Relations Director of the Downtown Business Men's Association, to Reed Christiansen, Director of Public Relations of the Authority, be and the same is hereby accepted;

RESOLVED FURTHER, that Special Motor Coach Line No. 178 be established to operate over the following route:

Commencing at 5th and Olive Streets, thence via Olive Street, 4th Street, Broadway, 8th Street, Figueroa Street, 7th Street and Olive Street to 5th Street,

for the period December 3, 1962 through December 22, 1962, Monday through Saturday, from approximately 3:00 p.m. to 9:30 p.m.;

RESOLVED FURTHER, that fares shall be as follows:

- a. Adults - 10¢ (with no transfer privilege)
- b. Children (15 and under) - free

RESOLVED FURTHER, that Work Order No. 1590, covering painting of two (2) 45 Passenger G.M.C. Coaches, Nos. 6736 and 6739, for the 1962 Holiday Season "Santa Twinkle Liner Service," in the estimated amount of \$1,000.00, be and the same is hereby approved;

RESOLVED FURTHER, that the above program is subject to prior approval of the Consulting Engineer.

#### Operating Report

Mr. Black presented the Operating Report for October, 1962. A copy of this report is on file with the Secretary.

#### Sub-Surface Oil Lease - Union Oil Company of California

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Executive Director be and he is hereby authorized to execute on behalf of the Authority a Sub-Surface Oil Lease between the Authority and Union Oil Company of California of

the West Adams Substation property, located at 2622 South Hobart Boulevard, Los Angeles (approximately 3/10ths of an acre), for a primary term of ten years at a basic rental of \$60 per acre for the first two years and \$60 per acre per year thereafter, plus 20% royalty payments, form of agreement to be subject to approval of the General Attorney.

Agreement with Mold-A-Rama, Inc.

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Executive Director be and he is hereby authorized to execute on behalf of the Authority an agreement between the Authority and Pacific Electric Railway Company, Lessors, with Mold-A-Rama, Inc. covering the placement and operation of Mold-A-Rama vending machine in the 6th & Main Street Station on a month-to-month basis with consideration to Lessors in the amount of 20% of the gross receipts, less sales tax, from said vending machine, form of agreement to be subject to approval of the General Attorney.

Temporary Route Diversions

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the temporary route diversions resulting from construction work affecting Lines 51, 58-W and 103, as described in report dated November 12, 1962 filed with the Secretary, be and the same are hereby ratified and approved.

Report of Purchasing Committee

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Report of the Purchasing Committee of Authorizations for the period of

November 6, 1962 through November 19, 1962, as discussed at this meeting and filed with the Secretary, be and the same is hereby ratified and approved, and the appropriate payments are hereby authorized.

Budget Hearing - Setting of Date

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the public hearing on the Authority's proposed budget for the calendar year 1963 be held at the Authority's Board Room at the Transit Authority Building, 1060 South Broadway, at 10:00 a.m. on December 4, 1962.

Report on new Greyhound Bus Station (Los Angeles Street between 6th & 7th Sts.)

Mr. Gilliss reported on the new bus station to be built by Western Greyhound Lines on Los Angeles Street between 6th and 7th Streets, stating that it is to be an ultra-modern facility representing a total outlay of some ten million dollars. It is expected that the Authority will make use of this new facility along with the Greyhound lines, thereby providing for the riding public what is to be the finest bus station in the entire country, offering many modern conveniences. The time schedule provides for starting of construction about October 1, 1963 and for completing about one year thereafter.

Orange Empire Trolley Museum - Report

Mr. Gilliss gave a short history and summary of the objectives of the Orange Empire Trolley Museum, stating that

the Authority is discussing with the Museum people a plan for a long-term lease of certain pieces of equipment and that such a plan would be brought before the Members in the near future.

Annual Budget for 1963 - Publication of Notice

After discussion, upon motion duly made, seconded and unanimously carried, the following resolution was adopted:

WHEREAS, Section 1010 of the Trust Indenture dated January 1, 1958, entered into between the Authority and Bank of America requires notice to be given of a public hearing on the Authority's proposed budget for the calendar year 1963; and

WHEREAS, such hearing will be held by the Authority at 10:00 a.m. on December 4, 1962, in Room 207, Los Angeles Metropolitan Transit Authority Building, 1060 South Broadway, Los Angeles, California;

NOW, THEREFORE, BE IT RESOLVED, that the Secretary be and she is hereby authorized to publish the "Notice of Public Hearing on Proposed Budget of the Los Angeles Metropolitan Transit Authority for the Calendar Year 1963" discussed at this meeting and attached hereto as Exhibit A.

Annual Budget for 1963 - Procedure for Budget Hearing

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the procedure for the Budget Hearing to be held at 10:00 a.m. on December 4, 1962, be as follows:

1. Report of Executive Director will be read.

2. Report of Coverdale & Colpitts, Consulting Engineers for the Authority, will be read.
3. The Secretary of the Authority will state that she has in her possession affidavits of publication from the Metropolitan News and the Wall Street Journal showing publication of notice of the budget hearing.
4. The Chairman will ask if any member of the public wishes to object to the budget.
5. After the public has had an opportunity to speak and after discussion by the Board Members, a Budget will be adopted on or before December 31, 1962.

National Advertising Program - American Transit Assn. and  
National Assn. of Transit Advertisers - Report of  
Advertising Committee

Mr. Dumont presented the report of the Advertising Committee relating to participation by the Authority in a national advertising program to promote the sale of car card advertising. After discussion, upon motion duly made, seconded and unanimously carried, the following resolutions were adopted:

WHEREAS, the American Transit Association and the National Association of Transit Advertising Agencies have jointly undertaken a national promotion program to increase transit advertising revenue; and

WHEREAS, it is necessary for the success of the program that the Authority and other transit systems throughout the United States, both public and private, support such program in the manner recommended by the ATA-NATA Committee on Advertising Revenue by authorizing their transit advertising company to deduct three per cent of gross transit advertising income each month to be forwarded to the ATA-NATA promotion fund to be used for research, public relations, advertising and sales promotion; and

WHEREAS, the Authority finds that the promotional program is sound and can reasonably be expected to increase the revenues derived by the Authority from transit advertising by an amount greater than the amount of the payment required from the Authority;

NOW, THEREFORE, BE IT RESOLVED, that the Executive Director be, and he hereby is, authorized to enter into an agreement with California Transit Advertising, Inc. effective as of January 1, 1963 for a term of one year authorizing it to deduct three per cent (3%) of the "gross income" as defined in the agreement between the Authority and California Transit Advertising, Inc. dated August 8, 1958 and to forward that amount to the ATA-NATA promotion fund; form of agreement to be subject to the approval of the General Attorney.

RESOLVED FURTHER, at the end of one year the Authority will evaluate the results of the promotional program to determine whether further participation by the Authority is warranted.

#### Next Meeting

After discussion, upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the next regular meeting of the Authority be held at the Authority's Board Room at the Transit Authority Building, 1060 South Broadway, at 10:30 a.m. on December 4, 1962.

There being no further business, the meeting adjourned.

VIRGINIA L. REES

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Secretary