

SEPTEMBER 16, 1949

Regular Meeting of the City Council convened at 8:00 P.M., September 16, 1949, in the Council Chambers at Idaho Falls, Idaho. There were present: Thomas L. Sutton, Mayor; Charles H. Williams, City Clerk; Councilmen Johnson, Freeman, and Corbett.

The minutes of the Meetings of September 7th and 8th were read by the Clerk. It was moved by Corbett, seconded by Johnson, that the minutes be approved. Roll call, Voting Aye; Johnson, Freeman and Corbett. Voting Nay; None. The motion carried.

Bids for the drilling of a well on Lots 45 to 48 Block 30 of South Park Addition having been previously submitted and referred to the Light and Water Committee for study, it was moved by Johnson and seconded by Freeman, that the Mayor be authorized to sign a contract with Cushman and Pilcher to drill the proposed well. Roll call, Voting Aye; Corbett, Johnson and Freeman. Voting Nay; None. The motion carried.

ORDINANCE NO.

AN ORDINANCE GRANTING TO FRED E. RING AND G. B. CRABTREE OF IDAHO FALLS, BONNEVILLE COUNTY, IDAHO, DOING BUSINESS UNDER THE FIRM NAME AND STYLE OF PARKING METER ADVERTISING SALES COMPANY, A FRANCHISE TO USE THE PARKING METER POLE, PIPE OR STANDARD, OR ANY PART THERETO, ON EACH AND EVERY PARKING METER WITHIN THE CITY LIMITS OF THE CITY OF IDAHO FALLS, IDAHO, FOR THE PURPOSE OF ATTACHING THERETO A SIGN OR SIGNS.

The foregoing captioned ordinance was read and the following letters were considered by the Council:

Idaho Falls, Idaho
September 9, 1949

Mr. W. C. Kyle, Chairman
Retail Division
Chamber of Commerce
Idaho Falls, Idaho

Dear Mr. Kyle:

In accordance with the instructions given us as a Committee earlier today we have discussed the matter of advertising on the parking meters in Idaho Falls with Mr. Fred Ring and Dr. G. B. Crabtree who are, we understand, the lessees of the franchise for such advertising.

We, as your Committee, find no objection to a trial of such advertising.

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In view of the fact that no Chairman was appointed for this Committee, we hereunto affix our signatures in alphabetical order.

Respectfully submitted,
s/ J. R. Gobble
s/ K. F. Kugler
s/ D. A. Thompson

(This was presented to the Mayor by Fred Ring and Dr. G. B. Crabtree September 7, 1949, at 6:00 P.M. at the Sutton Grocery).

Idaho Falls, Idaho
September 16, 1949

Honorable Thomas Sutton and City Council
Idaho Falls, Idaho

Gentlemen:

At the meeting of the Board of Directors of the Idaho Falls Chamber of Commerce on Wednesday, September 14, the Retail Merchants Division of the Chamber reported that they were vigorously objecting to the Mayor and Council the adoption of advertising signs for the parking meter posts.

A copy of the letter which they have filed with the Mayor and Council voicing reasons for their objections and letters which they had obtained from Twin Falls and Pocatello outlining the reasons which impelled these two cities to refuse a franchise, plus a number of oral statements communicated to members of the Board by local businessmen impelled the Board of Directors to go on record without a dissenting voice in opposing the use of parking meter posts for advertising purposes by private interests.

The general impression is that the City would receive 10% of the gross advertising revenue. It was noted at our Meeting that on page 76 in the September 10 issue of Business Week that "meter ads were being pushed herein there over the Country." It stated that rates range between \$1.00 and \$2.00 per sign per month, depending upon number of meters contracted for by the advertiser and "that the Municipality gets 1/3 of the gross ad revenues monthly." However, the Directors were not inclined to believe that they would be anymore acceptable if the City's share were to be increased from 10% to 33 1/2 %.

Very truly yours,
I. F. Chamber of Commerce
s/ Cy Davis, Manager and
Secretary to the Board

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Idaho Falls, Idaho
September 14, 1949

Honorable Mayor and Councilmen
City of Idaho Falls
Idaho Falls, Idaho

Gentlemen:

You will recall two representatives of the Merchants Retail Division conferred with you last week and secured a commitment from you that no action would be taken on the matter of an advertising franchise for the parking meters until the matter had been studied and a recommendation made by the Retail Merchants Committee. The Committee who made the study reported to a general meeting of the association this morning and after considerable discussion the matter was put to a vote.

Without a dissenting voice it was moved, seconded and passed to recommend and urge that the City of Idaho Falls grant no such franchise for the following and may other reasons:

- 1- The revenue afforded to the City is not worth while for the defacement which the appearance of the streets would suffer.
- 2- Parking meter posts were originally installed by tax money and to sell a franchise on same would be no more out of line than for an operator to demand a franchise to put signs on the City fire trucks or police patrol cars.
- 3- Property owners pay the City a substantial support in taxes and should have something to say about the type of advertising display on their property lines.

These are only a few of the reasons enumerated and should be indicative rather than specific expressions.

Thank you again for your courtesy and consideration. The Merchants Retail Division hastens to explain that without exception they have a very high regard for the two principals making the application and that this stand was taken only in the interest of the greatest good to the greatest number.

Cordially,
Merchants Retail Division
s/ V. R. Hicks, Vice-Chairman

Idaho Falls, Idaho
September 14, 1949

Honorable Mayor and City Council
City of Idaho Falls
Idaho Falls, Idaho

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Gentlemen:

It has come to the attention of the Merchants Retail Division that the study committee comprising D. A. Thompson, Ken Kugler and Jack Gobble acted independently and took it upon them selves to transcribe a letter signed by the three of them and gave a copy of same to the parking meter advertising applicants.

The Merchants Retail Division wishes to point out that this committee had no authority to act in any other manner than to report back to the Merchants Retail Division where the membership who empowered the committee to make the study was to act upon a decision.

The Merchants Retail Division, therefore, repudiates any recommendations this committee may have made and again points out that they had no authority whatsoever to take such action.

Respectfully submitted,
Merchants Retail Division
I. F. Chamber of Commerce
s/ Stanley Berland
Vice Chairman

It was moved by Johnson and seconded by Corbett, that the ordinance be passed on its first reading. Voting Aye; Johnson, Freeman, and Corbett. Voting Nay; None. The motion carried.

Bill Hatch appeared representing the west side water district and asked about the metering of water to them after which the Mayor advised him that the arrangements had not been completed as yet and that the District would be advised as to when matters were in order.

The lease of M. J. McKitrick for space to build a hangar at the airport was presented and it was moved by Freeman and seconded by Johnson, that the Mayor be authorized to enter into and sign the lease in behalf of the City of Idaho Falls. Roll call, Voting Aye; Johnson, Freeman, and Corbett. Voting Nay; None. The motion carried.

ORDINANCE NO.

AN ORDINANCE ANNEXING CERTAIN LANDS TO THE CITY OF IDAHO FALLS, IDAHO: DESCRIBING SAID LAND AND DECLARING SAME A PART OF THE CITY OF IDAHO FALLS, IDAHO.

The above ordinance was read by the Clerk and it was moved by Freeman and seconded by Corbett, that it be passed on its first reading. Roll call, Voting Aye; Freeman, Corbett, and Johnson. Motion carried. It was then moved by Johnson that the rule requiring an ordinance to be read at three meetings be suspended and that the ordinance be placed on its second and third readings the motion was seconded by Freeman. Roll call, Voting Aye; Corbett, Johnson, and Freeman. Motion carried.

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The ordinance was read the second time by the Clerk and it was moved by Corbett and seconded by Johnson, that it pass the second reading. Roll call, Voting Aye; Freeman, Johnson, and Corbett. Motion carried.

The ordinance was read the third time by the Clerk and it was moved by Freeman, seconded by Johnson, that it be passed on the third and final reading and that the Clerk be directed to publish the same as required by law. Roll call, Voting Aye; Freeman, Corbett, and Johnson. The motion carried.

There being no further business to come before the Council it was moved by Corbett and seconded by Johnson, that the Meeting adjourn. Roll call, Voting Aye; Corbett, Johnson, and Freeman. The motion carried.

Passed and approved September 26, 1949.

ATTEST: s/ Charles H. Williams
CITY CLERK

s/ Thomas L. Sutton
MAYOR
