

From: Murchison Consulting
To: supplementalcomm@surfcity-hb.org
Subject: Re: council agenda item 15 for May 6th
Date: Monday, May 5, 2025 10:18:59 AM
Attachments: [image001.png](#)

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Good Morning Donna,

We missed two items for our supplemental communications for agenda item 15. So, we would like to add an addendum. Second, it is Mike Murchison not Murchi"n"son as listed on website, thank you

Good Morning Mayor and Council members,

There were two items we missed that we would like you to be aware of regarding agenda item 15.

1. In the first WHEREAS clause, second paragraph of the proposed advertising agreement between the City of Huntington Beach and Rio Media states" Licensee is engaged in the business of installing, selling, and placing advertising on various forms of signage media...Rio's response to the RFP says nothing about "installation experience" so the statement in the WHEREAS clause is FALSE.

2. Under paragraph 7 - states that Rio will pay the City 70% of all revenues....It does not state when the payments will be made. Is the payment to be made annually or at the end of the 3 year term. The contract as written is materially defective and this agenda item should be tabled for a future date to clean up the contract at a minimum due to "payment to the City" being a material term.

Best Regards,
Mike Murchison - "Mike 24-7"
Murchison Consulting
Mike@murchisonconsulting.net
www.murchisonconsulting.net
562-884-3009

On May 2, 2025, at 4:55 PM, supplementalcomm@surfcity-hb.org wrote:

Hi Mike,

Your supplemental communication has been received and will be included in the record for the associated item.

Sincerely,



Donna Switzer, CMC
Senior Deputy City Clerk
City of Huntington Beach, City Clerk's Office
W: (714) 374-1649

From: Murchison Consulting <mike@murchisonconsulting.net>
Sent: Friday, May 2, 2025 4:10 PM
To: supplementalcomm@surfcity-hb.org
Subject: Fwd: council agenda item 15 for May 6th

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Mayor and City Council members:

Please find attached letter for your consideration, in response to staffs award to Rio Media.

Mike Murchison,
Representing Interstate Outdoor Advertising

Best Regards,
Mike Murchison - "Mike 24-7"
Murchison Consulting
Mike@murchisonconsulting.net
www.murchisonconsulting.net
562-884-3009

SUPPLEMENTAL COMMUNICATION

Meeting Date: 5/6/2025

Agenda Item No. 15 (25-335)