

The University of Toledo

Office of University Development

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RECEIVED

AUG 29 1996

PRESIDENT'S OFFICE

MEMORANDUM

DATE: August 29, 1996

TO: Frank E. Horton
President

FROM: Gene Haberman
Executive Director of Development/Campaign Director

SUBJECT: Naming of bridge

I would like to request that action be taken by the Building and Grounds Committee to name the main bridge on campus "The David Leigh Root Bridge". Plaques are to be placed on the north and south entrances.

This action is to be taken in recognition of Root Outdoor for the removal of three billboards that were located near the northern corner of Dorr and Douglas. Attached is the letter from Root Outdoor Advertising Inc. Please contact me if you have any questions.

cc: Tom Repp

Root Outdoor Advertising Inc
1 South Erie Street
P O Box 759
Toledo, Ohio 43697-0759
(419) 243-4185

ROOTOUTDOOR

October 6, 1995

Mr. Martin D. Robbins
Vice President/University Relations
The University of Toledo
Toledo, Ohio 43606-3390

Martin:

We would like to take this opportunity to notify you that as concerns recognition of Root Outdoor for the removal of our three billboards near the northern corner of Dorr and Douglas, effective September 18, we should like to have a plaque placed on the North and South entrances to the main bridge on campus reading as follows:

THE
DAVID LEIGH ROOT
BRIDGE

David L. Root is President/CEO of Root Outdoor. We have calculated our loss of revenue as a result of the removal of the three billboards at \$278,640.00 over fifteen years. We regret the loss of this revenue, but take great pride in being a part of the beautification of the campus and in particular the enhancement of the entrance to the campus from the South.

Sincerely,

Thomas N. Bloomer
Senior Vice President/Marketing

TNB/mb