



ATTORNEY GENERAL OF TEXAS  
GREG ABBOTT

February 3, 2010

Mr. Gary Henrichson  
Assistant City Attorney  
City of McAllen  
P.O. Box 220  
McAllen, Texas 78505-0220

OR2010-01644

Re: Request for copies of the proposals submitted by the other finalist agencies for the advertising services contract; Project No. 12-09-S08-15  
(Open Records Request No. W0012877-011410)

Dear Mr. Henrichson:

The Office of the Attorney General has received your request for a ruling and assigned your request ID# 374929.

After reviewing your arguments and the submitted information, we have determined your request does not present a novel or complex issue. Thus, we are addressing your claims in a memorandum opinion. You claim the submitted information may be withheld from the requestor pursuant to section 552.104 of the Government Code. We have considered your arguments and the submitted information and have determined that in accordance with section 552.104, you may withhold the submitted information.

For more information on the cited exception, as well as information on the rights and obligations of governmental bodies and requestors, please refer to open government information contained on the Office of the Attorney General website at [www.oag.state.tx.us](http://www.oag.state.tx.us). You may also contact our Open Government Hotline at 1-877-OPENTEX.

Ref: ID# 374929

Enc. Submitted documents

c: Requestor  
(w/o enclosures)

Mr. Mark Fantich  
Fantich Media  
5401 North 10<sup>th</sup> Street, Suite 211  
McAllen, Texas 78501  
(w/o enclosures)

Mr. Francisco Hernandez  
A Plus Marketing Services, Inc.  
2513 Violet Street  
McAllen, Texas 78504  
(w/o enclosures)

Mr. Rodd Lewis  
Rodd & Associates  
1117 North Main Street  
McAllen, Texas 78501  
(w/o enclosures)

Mr. Raul Garza  
TKO Advertising  
700 North Lamar, Suite 200-B  
Austin, Texas 78730  
(w/o enclosures)

Ms. Lisa Marie Gomez  
LMG Communications  
300 East Basse, Suite 1117  
San Antonio, Texas 78209  
(w/o enclosures)

Mr. Don Breeden  
Breeden/McCumber, Inc.  
1724 Boca Chica Boulevard  
Brownsville, Texas 78520  
(w/o enclosures)

Mr. Marco Antonio Gatica  
Specialty Advertisers  
3664 Commerce Drive  
Brownsville, Texas 78521  
(w/o enclosures)

Mr. Fritz Colinet  
Retna Media, Inc.  
2100 West Loop South, Suite 900  
Houston, Texas 77027  
(w/o enclosures)

Mr. V. T. Wood  
The Wood Agency  
17721 Rogers Ranch, Suite 200  
San Antonio, Texas 78258  
(w/o enclosures)

Mr. Jose Luis Lopez  
Lopez Marketing Group, Inc.  
1169 La Quinta Place  
El Paso, Texas 79936  
(w/o enclosures)