



AGENDA
COMMITTEE OF THE WHOLE
June 15, 2010- 7:30pm

- 1) **FEMA Grant**
- 2) **On-Street Parking**
- 3) **Ethics Ordinance**
- 4) **Vacation/Sick/Holidays**
- 5) **Billboards**

Committee of the Whole Agenda – June 15, 2010

1) FEMA Grant

FEMA Representatives to make presentation.

Committee-of-the-Whole Agenda – June 15, 2010

2) Proposed On-Street Parking Restrictions

Background: 1st Reading of the proposed ordinance to prohibit on-street parking to one side of, or within parts of the circular area of a cul-de-sac/dead end street, was made at the June 8, 2010 City Council meeting.

The Committee-of-the-Whole Agenda is provided for discussion of any element, or for any location in question where parking prohibitions are being proposed.

2nd Reading and approval of the proposed ordinance is tentatively scheduled at the June 22, 2010 City Council meeting.

COUNCIL ACTION SUMMARY – June 8, 2010

Agenda Location: Consent Agenda (1st Reading)

B) Ordinance to Amend Municipal Code – Parking Restriction on 22 Cul-de-sac and Dead-end Streets, and Removal of Parking Restrictions on 3 Streets

Attachments:

- Ordinance
- Informational Letter to Residents with Listing of Proposed Parking Restrictions

Background: You are being asked to give 1st Reading and approval to an Ordinance that would establish parking prohibitions on various cul-de-sacs and dead end streets throughout the City. The locations where parking is proposed to be restricted are to facilitate access to all homes on the street where emergency vehicles would be hindered if cars or trucks were to be parked on both sides of the street. The City staff measured pavement widths, particularly where cul-de-sac access points are narrow. It was determined, with assistance from the City Engineer, IDOT roadway standards, and practicality, that street widths of 21 feet and greater do not require on-street parking restrictions. On streets where pavement width is less than 21 feet, it is proposed that parking be restricted on one side of the street. The proposed parking restrictions are as consistent as possible, with those already posted on other cul-de-sacs throughout the City.

The locations recommended for one-side of street parking prohibition have been based on resident input from surveys, the number of driveways, fire hydrants, etc. in order to maximize on-street parking to the side of the street where parking will be permitted.

The Traffic Review Committee recommends the establishment of the No Parking zones.

Note that this matter is scheduled for possible discussion at the June 15, 2010 Committee-of-the-Whole meeting.

Previous Council Actions:

- Several staff reports from Traffic Review Committee.

Recommendation: To give 1st Reading to the proposed Ordinance.

**AN ORDINANCE TO AMEND THE CITY OF ROLLING MEADOWS
MUNICIPAL CODE CHAPTER 106 “TRAFFIC AND VEHICLES” FOR
ADDITIONAL PARKING RESTRICTIONS, AND FOR
DELETIONS OF PARKING RESTRICTIONS**

WHEREAS, Chapter 106, “Traffic and Vehicles” Section 106-24 of the Code of Ordinances provides for parking on only one side of certain streets within the City; and

WHEREAS, the City Council has determined that there should be no parking on certain sides and in certain locations of various City streets, as listed below, and

WHEREAS, the City Council is of the opinion that this parking restriction will enhance the safe flow of vehicular traffic and will serve the public health, safety and welfare.

NOW THEREFORE, BE IT ORDAINED by the City Council of the City of Rolling Meadows, Illinois as follows:

SECTION ONE: Chapter 106, “Traffic and Vehicles” Section 106-24 is hereby amended by adding thereto the following in its alphabetical order:

- Amaarja Court – No parking on center court curb line and on south side of street;
- Amanda Court – No parking on center court curb line and on south side of street (adjacent to Fox Lane);
- Azalea Court – No parking on center court curb line;
- Balmoral Court – No parking on north side and in court area;
- Bayberry Court – No parking on center court curb line;
- California Court – No parking on center court curb line;
- Dawngate Court – No parking on center court curb line;
- Debra Court - No parking on center court curb line;
- Denny Court – No parking on north side and on center court;
- Eleanore Court – No parking on north side and on center court curb line;
- Grove Road – No parking on north side of street, east side, and in cul-de-sac area;
- Havenwood Court – No parking on east side of street and cul-de-sac;
- Jessica Court – No parking on south side and on center court curb line;
- Jill Court – No parking on west side;
- Kieth Court – No parking on west side;
- Marilyn Court – No parking on west side and on center court and curb line;
- Michael Court - No parking on west side and on center court and curb line;
- Shady Court - No parking on center court and curb line;
- Tall Trees Court – No parking on south side and on center court curb line;

- Teaberry Court – No parking on center court curb line;
- Woodcliff Court – No parking on south side and on center court;
- Woodland Court – No parking on north side on center court.

SECTION TWO: Chapter 106 “Traffic and Vehicles”, Section 106-24 is amended by deleting the following lanes and the parking restrictions set opposite each of the following lanes:

- Deerfield Lane
- Groveside Lane
- Mill Creek Lane

SECTION THREE: The no parking signs shall be in conformance with the Illinois State Manual and specifications for traffic control devices.

SECTION FOUR: This ordinance shall be in full force and effect from and after its passage and approval as provided by law.

SECTION FIVE: This Ordinance shall be printed and published in pamphlet form by order of the City Council of the City of Rolling Meadows.

YEAS:

NAYS:

ABSENT:

Passed and Approve this 22nd day of June 2010

Kenneth A. Nelson, Mayor

ATTEST:

Lisa M. Hinman, City Clerk

Published in pamphlet form the 23rd day of June 2010.

Lisa M. Hinman, City Clerk



"PROGRESS THRU PARTICIPATION"

Department of Public Works

3900 Berdnick Street • Rolling Meadows, Illinois 60008 • 847-963-0500 • Fax: 847-963-0555

May 26, 2010

Dear Resident:

In September and October 2009, a survey was mailed to residents located on 23 cul-de-sacs and dead-end streets where parking is currently allowed on both sides of the street.

For those residents who chose to respond to the survey, thank you for your response. The opinions provided to us, and the information gathered was helpful in developing recommended standards for on-street parking restrictions.

After extensive review by the City's Traffic Review Committee, and recommendations being made to the Mayor and City Council, the following actions are proposed:

1. Parking be restricted on one side of all cul-de-sac streets that are less than 21 feet in pavement width (as measured from edge to edge of pavement), as it is not possible to safely have a vehicle pass if vehicles are parked on both sides of the street.
2. Parking be allowed on both sides of cul-de-sac streets where pavement width is 21 feet or greater.
3. That the curbed center landscape islands of all cul-de-sacs be posted to prohibit parking adjacent to center islands, due to variable pavement widths and difficulty in navigating the cul-de-sac turn around area if vehicles were to be parked on the outside center circle area. In locations where there is no center landscaped area in a cul-de-sac, parking restrictions are not needed.
4. General standards should be established by which the minimum street width for permitting parking on both sides of a public street is
 - 21 feet for non-through streets
 - 23 feet for through streets

The justification for the differing pavement widths is in that the dead-end and cul-de-sac streets, while posted at 20 mile per hour speed limit, are typically driven at slower speeds and therefore it is deemed safer for a vehicle to pass through between two vehicles parked opposite each other (as compared to a through street).

Parking restrictions being recommended for each of the 23 streets are identified as attachment to this letter.

In street locations where “center court” is referred to, this is the interior curb line of the landscaped area in the center of the cul-de-sac turn around area. The exterior/outside curb line of the cul-de-sac area will still allow for parking to occur.

The proposed implementation schedule is as follows:

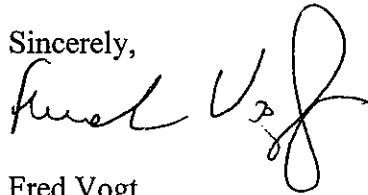
- City Council Meeting – Tuesday June 8, 2010
1st Reading of Ordinance
- City Council Committee-of-the-Whole Meeting – June 15, 2010
Discussion on proposed Ordinance
- City Council Meeting – Tuesday June 22, 2010
2nd Reading and approval of Ordinance

Signage installations will begin during the week of July 5, 2010.

The proposed on-street parking restrictions will allow for safer access to homes by emergency response vehicles, service vehicles, and delivery vehicles in locations where sufficient pavement width (less than 21 feet) does not exist to allow two vehicles to pass each other on the street.

If you have any questions on these proposed on-street parking restrictions, please contact the Public Works Department at 847-963-0500, or attend any of the June 2010 City Council meetings.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Vogt". The signature is written in a cursive style with a large, looping "V" and "g".

Fred Vogt
Director of Public Works

Parking Restrictions to be Recommended – April 13, 2010

<u>Street</u>	<u>Pavement Width*</u>	<u>Recommendations</u>
Amaarja Court	17'	No Parking on Center Ct. and south side
Amanda Court	13.5' (one way)	No Parking on Center Ct. and south side (near Fox Lane)
Azalea Court	N/A	No Parking on Center Ct.
Balmoral Court	17'	No Parking on north side and in entire court
Bayberry Court	N/A	No Parking on Center Court
California Court	N/A	No Parking on Center Court
Dawngate Court	22'	No Parking on Center Court
Debra Court	17'	No Parking on Center Court
Denny Court	18'	No Parking on north side and on center court
Eleanore Court	17'	No Parking on north side and on center court
Grove Road	17'	No Parking on north side
Havenwood Court	16'	No Parking on east side
Jessica Court	17'	No Parking on south side and on center court
Jill Court	17'	No Parking on west side
Kieth Court	17'	No Parking on west side
Marilyn Court	17'	No Parking on west side and on center court
Michael Court	17'	No Parking on north side and on center court
Richnee Lane	21.5'	No Restrictions (no center court exists)
Shady Court	21.5	No Parking on Center Court
Tall Trees Court	17'	No Parking on south side and on center court
Teaberry Court	N/A	No Parking on Center Court
Woodcliff Court	17.5'	No Parking on south side and on center court
Woodland Court	18'	No Parking on north side and on center court

*Pavement widths are measured as the width of the asphalt surface, and does not include curb width.

Committee of the Whole Agenda – June 15, 2010

3) Ethics Ordinance

Attachment:

- Proposed Code of Ethics

As Chairperson of the Urban Affairs Committee, Alderman Lusk asked that a review be made of the Code of Ethics for the City of Rolling Meadows. Attached is a draft. The draft was compiled from our existing code and the codes adopted in other communities in our area.

CITY OF ROLLING MEADOWS

CODE OF ETHICAL BEHAVIOR AND CONDUCT FOR CITY ELECTED AND APPOINTED OFFICIALS

Article I

The residents of, as well as those conducting their business in the City of Rolling Meadows, are entitled to have fair, ethical and accountable local government. It shall be the policy of the City to uphold, promote and demand the highest standards of conduct and ethics from all its officials, whether elected or appointed. For purposes of this Code, the term "Public Official" is defined as an elected or appointed official of the City; regardless of whether the official is compensated and shall include, but not by way of limitation, members of City commissions, committees and boards appointed by the Mayor with the consent of the City Council.

Public Officials shall:

- Comply with the letter and spirit of laws and policies that affect the governance and operation of the City.
- Maintain the utmost standards of personal integrity, truthfulness, honesty and fairness in carrying out their public duties.
- Be independent, impartial and fair in their judgment and actions.
- Conduct public deliberations and processes openly, unless legally confidential, in an atmosphere of respect and civility.
- Use their public office or position for the public good, not for any personal gain.
- Act in a way that will enhance public confidence in the integrity of local government.
- Maintain the obligation to promote and support the key principles of this Code by leadership and example so as to maintain and strengthen the public's trust and confidence in the City and its governance.

Behavior and conduct by Public Officials during meetings, as well as outside of meetings, may be subject to sanctions set out within this Code of Ethical Behavior and Conduct ("Code"). This Code sets forth principals and examples of proper behavior conduct and also constitutes guidelines and standards that are enforceable, not merely suggestions. If there is deliberate violation of principles and guidelines set out herein, a Public Official may be subject to sanctions set out in this Code. Sanctions may be applicable if Public Officials fail to obey and observe the letter and spirit of the Constitution of the United States, the Constitution of the State of Illinois, and all federal, state and local laws, codes and ordinances, including this Code.

The **Mayor and City Council of the City of Rolling Meadows** ("Corporate Authorities") have the right to make and enforce its own rules and rules for its various commissions, committees, and boards and to ensure compliance with those laws, rules, codes and regulations generally applicable to public bodies. Should any Public Official act in any manner constituting a deliberate violation of this Code or other general laws,

rules, codes or regulations, the Corporate Authorities may discipline that Public Official, including, but not by way of limitation, by reprimand, public or private.

To exercise the rights noted herein and to enforce the provisions of this code, the Corporate Authorities have the right to investigate, or have investigated, the actions of any Public Official and impose any penalty or sanction, in a manner provided hereunder.

ARTICLE II

Ethical behavior and conduct of City Public Officials will be guided by the following Canons of Ethics and Principals:

CANON 1

Acting in the Public Interest

The public interest must be a primary concern of Public Officials working for the common good of the residents of the City and not for any private or personal interest.

CANON 2

Compliance with the Law

Public Officials shall comply with the statutes of the State of Illinois and City ordinances in the performance of their public duties. These laws include, but are not limited to: conflicts of interest, election campaigns, financial disclosure, purchasing, employer responsibilities, and open process for government.

CANON 3

Conduct of Public Officials

Public Officials shall refrain from abusive conduct, personal charges or verbal attacks, direct or inferred attacks, or implied attacks upon the character or motives of other Public Officials, City staff or the public. Public Officials and City staff who are belligerent, impertinent, slanderous, threatening, and abusive or who engage in personal or disparaging attacks on other Public Officials or City staff denigrate the governance process and preclude effective discussions and the successful resolution of issues.

CANON 4

Respect for Process

Public Officials' duties shall be performed in accordance with and respect for the processes and rules of order established by the City.

CANON 5

Conduct at Public Meetings

Public Officials shall inform themselves of public issues, listen attentively to public discussions before them and focus on the business at hand. Decisions shall be based upon the merits and substance of the matter at hand.

CANON 6
Communication

It will be the responsibility of all Public Officials to publicly share substantive information that is relevant to a matter under consideration that they have received from sources outside of the public decision-making process with all other members of their respective boards, commissions or committees.

CANON 7
Confidential Information

Public Officials and City staff shall respect the confidentiality of information provided to them concerning the confidential matters of the City. They shall never disclose confidential information without proper authorization nor use such information to advance a personal, financial or private interest. Public Officials shall not release information subject to attorney-client privilege, unless expressly authorized by the Corporate Authorities or as required by law.

CANON 8
Advocacy

To the best of their ability, Public Officials shall (i) represent the official policies and positions of the Corporate Authorities and (ii) shall support and defend the ordinances of the City. When presenting their personal opinions or positions, Public Officials shall explicitly state that they do not represent the Corporate Authorities or the City.

CANON 9
Improper Influence

Public Officials shall refrain from using their position to improperly influence the deliberations or decisions of City staff, and boards, commissions or committees of the City.

CANON 10
Positive Work Environment

Public Officials shall support the maintenance of a positive and constructive environment for residents, businesses and City employees.

CANON 11
Personal Opinion

Public Officials have the right to individual opinions, which should be respected. The assumption is that all Public Officials have the appropriate motives and interest of the public in mind and will not criticize differing opinions because they believe them to be lacking judgment or were improperly motivated.

CANON 12
Being Accountable

Public Officials and City staff shall be accountable to the public for their decisions and actions and as such, must consider all issues and actions on their merit, taking into account the views of others and the results that are expected from their actions.

CANON 13
Respect and Cooperation

The governance of the City relies upon the cooperative efforts of the entire Corporate Authorities, who set policy, and the City staff, who implement and administer the Corporate Authorities' policies and directives. Therefore, every effort should be made to be cooperative and show mutual respect for the contributions made by each individual for the good of the City, its residents and businesses. The City staff has been directed to serve the Corporate Authorities as a whole, and therefore:

- 13.1 A member of the Corporate Authorities shall not direct City staff to initiate any action, change a course of action or prepare any report, nor shall a member of the Corporate Authorities initiate any project or study without the approval of a majority of the Corporate Authorities. The Corporate Authorities may direct routine inquiries, or requests for information, to either the City Manager or appropriate department/division director, as may be directed by the City Manager.
- 13.2 The Corporate Authorities shall not attempt to pressure or influence discussions, recommendations, workloads, schedules or department/division priorities without the approval of a majority of the Corporate Authorities.
- 13.3 When preparing for any meeting of the Corporate Authorities, members should, to the greatest extent possible, direct questions ahead of time to the City Manager, or designee, so that staff can provide the desired information at the Corporate Authorities meeting.
- 13.4 Any concerns of any member of the Corporate Authorities regarding the behavior or work of a City employee should be directed to the City Manager privately to ensure the concern is resolved. Members of the Corporate Authorities shall not reprimand employees directly nor should they communicate their concerns to anyone other than the City Manager.
- 13.5 Information that is provided to a member of the Corporate Authorities in response to a request will be made available to all members of the Corporate Authorities so that all have equal access to such information. Care must be taken in the sharing and discussion of information so as to not violate the Illinois Open Meetings Act.

CANON 14
Conduct During Meetings

During public meetings, the public is to feel welcome as an important part of the democratic process. No signs of partiality, prejudice or disrespect should be evident on the part of any Public Official toward an individual participating in a public forum. Every effort should be made to be fair and impartial in listening to public testimony.

- 14.1 Be welcoming to speakers and treat them with care and respect.
- 14.2 Be fair and equitable in allocating public hearing time to individual speakers.
- 14.3 Ask for clarification, but avoid debate and argument with the public. It is proper for only the Chair to interrupt a speaker during a presentation. However, a Public Official can ask the chair for a point of order if a speaker is off topic or exhibiting behavior or language that is deemed offensive or disturbing. Questions should be for the purpose of clarification or to expand information and should not be intended to challenge or belittle a speaker.
- 14.4 Make no promises on behalf of the City. While it will always be appropriate to give an overview of City policy and refer the matter to City Staff for further information, it is inappropriate to overtly or implicitly promise City action, as well as staff action, to undertake a specific matter. The only exception is if a representation or promise has been duly authorized by the Corporate Authorities.
- 14.5 While it is acceptable to publicly disagree about an issue, it is unacceptable to make derogatory comments about other Public Officials, their opinions or actions, within any venue.
- 14.6 When making public comments or statements, Public Officials shall make it clear whether they are authorized to speak on behalf of the City or the Corporate Authorities or whether they are presenting their own views.
- 14.7 If a member of the Corporate Authorities appears before another governmental agency or other entity to give a statement on an issue affecting the City or its citizens, the member should indicate the majority position and opinion of the entire Corporate Authorities.
- 14.8 Personal opinions and comments will only be expressed if the elected or appointed official clarifies that such statements do not reflect the official position of the Corporate Authorities.
- 14.9 The Corporate Authorities are the policy-making body of the City. The Corporate Authorities speak on policies and issues with one voice or not at all. While matters of opinion and debate are to be encouraged and respected, and while decisions of the Corporate Authorities may not be unanimous, once voted upon, they should and will define the position of the Corporate Authorities. City correspondence will reflect the Corporate Authorities adopted position, without regard to vote.
- 14.10 Members of the Corporate Authorities shall refrain from openly sending or receiving text messages during meetings of the City Council. In addition, cell phones and similar devices shall be kept on "silent" and off the dais so as to not be distracting to both the public and Corporate Authorities.

CANON 15
Interaction with Staff

The City of Rolling Meadows operates under the Council-Manager form of government as set forth in the City's Municipal Code, as well as State statute. Under this form of government, the Corporate Authorities provide legislative direction, set City policy and monitor its execution by City staff. The City Manager serves as the City's chief administrative officer and is responsible for directing the day-to-day operations of the City. The Corporate Authorities shall:

- 15.1 Not interfere with the City Manager's execution of his or her powers or duties, as they have been assigned by the Corporate Authorities.
- 15.2 Not interfere with the appointment by the City Manager of any of the department or division directors or any other person to any position of employment with the City; however, this is not intended to preclude the City Manager from discussing employment decisions with the Corporate Authorities.
- 15.3 Address matters related to community delivered services only to the City Manager unless, for purposes of efficiency and effectiveness, the City Manager suggests that such questions or comments be directed to the appropriate department or division director. In all cases, the City Manager will follow up for purposes of accountability.
- 15.4 Not give orders to any subordinate of the City Manager, either publicly or privately.
- 15.5 Direct the City Manager acting as a body, not as individual members, unless directed by a majority of the Corporate Authorities.
- 15.6 Once a project or program has been approved for implementation, not interfere with or direct the City Manager's method of carrying out the decision, even if the project or program was conceived and initiated by an individual member of the Corporate Authorities, unless requested by the City Manager or staff.
- 15.7 Allow the freedom and discretion necessary for the City Manager to responsibly ensure the implementation of the Corporate Authorities decisions and directions in an efficient and effective manner.

CANON 16
Respect and Integrity

Public Officials must act with a spirit of public service to the residents and businesses of the community with standards of conduct and integrity in all actions. Conduct and ethical behavior must be fair, impartial, responsible and trustworthy so as to advance the common good for the City. Accordingly, Public Officials must:

- 16.1 Treat everyone fairly and with respect.
- 16.2 Be professional and responsive.
- 16.3 Work to make public services accessible and effective.
- 16.4 Strive to make a difference to the well being of the City of Rolling Meadows and all its residents and business owners/operators
- 16.5 Be dedicated to the highest ideals of honor and integrity in all public and personal relationships so as to merit respect and confidence.
- 16.6 Make decisions in a fair, objective manner, in public and understandable.

- 16.7 Maintain the political climate that is required to enable us to work in a collaborative way with all stakeholders.
- 16.8 Carry out the functions of the City, unaffected by any personal beliefs.
- 16.9 Support the City so as to provide dynamic and unbiased advice and information.
- 16.10 Respect the proper and appropriate authorities that affect City operations.
- 16.11 Recognize that the chief function of local government, at all times, is to serve the best interests of all people.
- 16.12 Support the right of every citizen to full and equal participation in the City's democratic processes.
- 16.13 Act lawfully and objectively.
- 16.14 Use the City's resources carefully and only for intended purposes, avoiding waste and abuse.
- 16.15 Treat information with care and use it only for proper purposes.
- 16.16 Work to improve the performance and efficiency of the City as we undertake day-to-day operations.
- 16.17 Be honest.
- 16.18 Ensure our actions are not affected by our personal interests or relationships.
- 16.19 Never misuse our positions for personal gain.
- 16.20 Never allow ourselves to be placed under any obligation or perceived influence.
- 16.21 Avoid any activities, work or non-work that may harm the reputation of the City of Rolling Meadows.
- 16.22 Show respect for other Public Officials and City staff.
- 16.23 Refrain from acting in a manner that would constitute a disturbance at any meeting.

CANON 17
Meeting Procedures

Meetings of the Corporate Authorities and appointed City commissions and committees are governed by Chapter 2 of the City's Municipal Code and State statutes. In addition to the City's Municipal Code and State statutes, the following directives supplement established meeting procedures:

- 17.1.1 Members of the Corporate Authorities shall address all questions and comments to the Mayor upon recognition by the Mayor. Only the Mayor, not individual members of the Corporate Authorities, may interrupt a speaker during a presentation. However, a member of the Corporate Authorities may ask the Mayor for permission to question the speaker.
- 17.1.2 The Mayor will maintain order during all meetings of the Corporate Authorities. This may include, but is not limited to, indication that a comment is out of order, or that further inappropriate comments may be dealt with within the authority granted to the Mayor.
- 17.1.3 Members of the Corporate Authorities shall assist the Mayor to preserve decorum during meetings of the Corporate Authorities and shall not, by conversation or other action, delay or interrupt the proceedings or refuse to follow the directions of the Mayor. Members of staff attending Corporate Authorities meetings shall observe the same rules of procedure, decorum and good conduct as applicable to the Corporate Authorities.

Committee of the Whole Agenda – June 15, 2010

4) Vacation/Sick/Holidays

Placed on Agenda by Alderman Judd

Council Action Summary – COW – June 15, 2010

5) Discussion Item: Proposed Billboard at Rte 53 and Winnetka

BACKGROUND:

In 2007, a proposal was presented to Council which would have required the City granting a variance for height and sign area to allow the construction of a billboard at Rte 53 and Winnetka. In exchange for allowing the sign to be constructed on City property, the sign company offered to pay the City \$250,000 upfront with a monthly rental payment of \$2,500 for thirty years. The City Council denied the request.

In December 2009, the City was contacted once again by the sign company for reconsideration of the billboard proposal. The sign company offered the City \$175,000 upfront with a monthly rental payment of \$2,500 escalating by 10% every five years. The City Manager asked the sign company to reconsider their offer based upon the offer that was made in 2007. The sign company indicated that in light of the economy, they were unable to increase their offer. Council agreed to allow a billboard to be erected because they were seeking revenue to make up for the loss after the closure of Sam's Club. Subsequently, the City Manager issued a Request for Proposals from various Billboard companies.

The City Manager accepted RFP's on April 28th for the installation of a Billboard. Four companies submitted proposals. Knowing that City Council's intention was to generate revenue in this fiscal year, the City Manager asked for additional information from the submitting companies. The additional information requested was if their original proposal did not contain an upfront payment in addition to monthly payments, would the company want to propose an upfront payment. Each company was given the opportunity to resubmit a proposal based upon this request. These were due back to the City on May 12, 2010.

Based upon the proposals we received, it is the recommendation of Staff to accept one of the proposals of Lamar Advertising. Council instructed us to pursue the billboard issue as a means to generate revenue this year in order to maintain a surplus in the budget after the closure of Sam's Club. As you can see from the attached, they offer three different scenarios for compensation depending on how much the City Council wants to see as an upfront payment. Additionally, we feel that the best use of the sign would be to have one side digitized and one static. The digital option allows for the displaying of emergency related copy such as National Weather Service Announcements, as well as Amber Alerts and FBI Fugitive Alerts within minutes of their official postings. They also allow for emergency notifications such as road closures and detours.

The City has had difficulties in the past working with ClearChannel. They have sued the City over billboard regulations. Each year they file a protest of their sign fees.

Therefore, we recommend accepting the bid of Lamar as the most revenue will be generated in 2010 using their proposal.

Additionally, while we were going through the process of analyzing the site, the Park District approached us about their signage at the West Meadows Ice Rink. Their initial concern was that the proposed billboard would hinder visibility of their sign currently on the Ice Rink property. Additionally, they were in the process of analyzing the use of their sign for off-premise advertising as a means of producing revenue for the park district. Through our conversations with them, it would be our recommendation to place the proposed billboard on their property and agree to share a portion of our proceeds with them. This allows for the billboard to be located in an area which does not protrude over a public right-of-way; allows us to enter into an intergovernmental agreement with the park district to offer an alternative revenue source for them and limit the amount of advertising they have on their signage. If a variance would be granted allowing them to advertise on their existing sign, it could potentially mean other entities approaching the City for the same consideration. We will continue to negotiate with the Park District on an agreement to place the sign on their property.

Billboard Proposals

Original Proposal

Revised Proposal

Name	Lease Term	Original Proposal				Revised Proposal			
		Initial Rents	Initial Down PMT	Total Cash Flows @ 20 Years	Total Discounted CF @ 20 Years	Revised Rents	Revised Down PMT	Total Cash Flows @ 20 Years	Total Discounted CF @ 20 Years
The Lenox Group, Inc.	30 Years	\$27,000 Years 1-5	\$ 180,000	\$ 806,535	\$ 643,675	-	-	-	-
		\$29,700 Years 6-10							
		\$32,670 Years 11-15							
		\$35,937 Years 16-20							
		\$39,531 Years 21-25							
\$43,484 Years 26-30									
CBS Outdoor	10 Year Term 2 - 5 Year Renewal Options		\$ 50,000	-	-	\$125,000 Years 1-2	-	\$ 1,500,000	\$ 1,163,167
	20 Year Term - Revised					\$100,000 Years 3-4 \$50,000 + 25% Years 5-10 \$50,000 + 35% Years 11-20			
Lamar	20 Years	\$65,000 per Year	\$ 65,000	\$ 1,300,000	\$ 996,047	\$50,000 Years 2-20	\$ 209,000	\$ 1,159,000	\$ 925,190
						\$40,000 Years 2-20	\$ 305,000	\$ 1,065,000	\$ 877,952
						\$30,000 Years 2-20	\$ 401,000	\$ 971,000	\$ 830,714
Clear Channel Outdoor (Static Billboard)	20 Years w/ 10Year Option	\$40,000 Years 1-5	-	\$ 890,000	\$ 662,026	-	-	-	-
		\$43,000 Years 6-10							
		\$46,000 Years 11-15							
		\$49,000 Years 16-20							
		\$55,000 Years 21-30							
Clear Channel Outdoor (Digital Billboard)	20 Years w/ 10Year Option	\$80,000 Years 1-5	-	\$ 1,750,000	\$ 1,304,222	\$80,000 Years 1-5	\$ 105,000	\$ 1,855,000	\$ 1,409,222
		\$85,000 Years 6-10							
		\$90,000 Years 11-15							
		\$95,000 Years 16-20							
		\$100,000 Years 21-30							