



**CC Work Session**

**Meeting Date:** 07/26/2011

**By:** Heidi Nelson, Administrative Services

**Title:**

Consider Closed-Circuit Programming for Lobby of Municipal Center

**Background:**

At the request of the Ramsey Foundation, staff was asked to research the opportunity to provide closed-circuit programming on the existing screen in the lobby as well as adding additional screens for display. The programming would include community programming and could include ad space to be sold, similar to what is sold for the city newsletter, with the ad sale proceeds or a portion thereof being contributed to the Ramsey Foundation. In exchange, the Ramsey Foundation would consider managing the display space in the City Hall lobby areas (e.g., historical society exhibits, tribute to veterans, art displays, educational displays, etc.).

If additional screens are to be added, there would be some costs associated with the project, they are estimated as follows:

40" LED screens: \$2500 each (cabling, mount, install)  
cabling \$2000

For a total estimated cost approximately \$9500 for three additional screens.

In the alternative, the City could begin by programing the existing screen above the fireplace in the City Hall lobby for a minimal investment. The opportunity to sell advertising space (and collect revenue) improves with additional screens.

**Recommendation:**

Provide direction to staff regarding closed-circuit programming for the lobby of the Municipal Center.

**Funding Source:**

Funding from the QCTV Capital Funds could be utilized. The current balance is \$10,000.

**Council Action:**

Provide direction to staff regarding closed-circuit programming for the lobby of the Municipal Center.

**Form Review**

**Inbox**  
Kurt Ulrich

**Reviewed By**  
Kurt Ulrich

**Date**

07/21/2011 03:22 PM

Form Started By: Heidi Nelson

Started On: 07/21/2011 01:13 PM

Final Approval Date: 07/21/2011



Motion carried. Voting Yes: Mayor Ramsey, Councilmembers Backous, Wise, McGlone, and Tossey. Voting No: None. Absent: Councilmember Elvig.

The Special Council meeting moved into a closed session at 6:25 p.m.

The closed session ended at 6:40 p.m. The meeting was opened back up to the public at that time.

**6) Consider Closed-Circuit Programming for Lobby of Municipal Center**

Deputy City Administrator Nelson reviewed the staff report.

Mayor Ramsey stated he sits on the Board of the Ramsey Foundation. He stated the direction was to provide programming on the existing screen, and possibly add another in the hall where clients wait for the service center.

Councilmember Tossey commented some of the proceeds could be used for the dais. He also mentioned the price of the screens in the staff report seems high.

Deputy City Administrator Nelson explained it is a State bid contract, and the bids were from the company that installed them in other rooms in City Hall.

Mayor Ramsey and Councilmember Backous stated they agreed with this proposal.

City Administrator Ulrich pointed out more advertising funding can be generated if there are screens in the two highest traffic areas.

The consensus was to install a screen in the lobby for close circuit programming. The possibility of installing a screen in the hallway would need more discussion.

**7) Briefing on Rail Station Funding**

City Administrator Ulrich updated the Council on the funding by the County for the Rail Station. Projects will start being brought forth for approvals. The funds are budgeted out of TIF funds. He stated the City is hoping to get \$4 million from the Met Council and other sources. He said the project is planned to move forward, at this point.

Councilmember Tossey asked if there was a possibility that the Met Council may choose not to give all the money they proposed.

City Administrator Ulrich confirmed it is a possibility.

Mayor Ramsey noted when the resolution was passed it was a general understanding that the skyway was included in that amount, but it was not.