

Councilmember \_\_\_\_\_ introduced the following resolution and moved for its adoption:

**RESOLUTION #20-246**

**RESOLUTION DIRECTING STAFF TO PREPARE A REQUEST FOR INTEREST/QUALIFICATIONS FOR A DYNAMIC DISPLAY BILLBOARD FOR RETAIL ADVERTISING ALONG HIGHWAY 10 NEAR THE COR**

**WHEREAS**, the Developers, potential developers and end-users in the COR and surrounding areas have indicated that it is challenging to advertise to travelers on Hwy 10 due to the lack of visibility or proximity to this major highway; and

**WHEREAS**, the City has invested significantly into the COR to provide an opportunity for retail, commercial and housing investment in the heart of Ramsey and the lack of visibility from Hwy 10 is a barrier for retail development; and

**WHEREAS**, Dynamic Display Billboard has proven to be an effective way to market local and national businesses to high traffic roadways; and

**WHEREAS**, the private Dynamic Display Billboard market sector has expressed interest in the Ramsey market which presents an opportunity for the City to help our local businesses advertise to a larger audience; and

**WHEREAS**, the EDA supports soliciting proposals for Dynamic Display Billboard in Ramsey.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY OF RAMSEY, ANOKA COUNTY, STATE OF MINNESOTA, as follows:**

- 1) That the City hereby direct Staff to develop a Request for Proposal (RFP), Request for Qualifications (RFQ) or another form of formal solicitation of proposals for the development of Dynamic Display Billboard in Ramsey; subject to City Attorney Review.

That the motion for the adoption of the forgoing resolution was duly seconded by Councilmember \_\_\_\_\_, and upon vote being taken thereon, the following voted in favor:

and the following voted against the same:

and the following abstained:

and the following were absent:

Existing Vacancy

Whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the 10th day of November, 2020.

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Mayor

**ATTEST:**

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City Clerk