

Councilmember _____ introduced the following resolution and moved for its adoption:

RESOLUTION #21-131

RESOLUTION APPROVING SELECTION OF DYNAMIC DISPLAY BILLBOARD VENDOR FOR RETAIL ADVERTISING ON HWY 10 NEAR THE COR

WHEREAS, The City of Ramsey EDA and City Council directed Staff to explore interest in a private owned and operated digital billboard on Hwy 10 to assist Ramsey businesses in advertising opportunities; and

WHEREAS, the City of Ramsey sent out an RFI to iDigital Outdoor, Clear Channel Outdoor, Lamar Outdoor Advertising and Blue Ox Media (the “Vendors”; and

WHEREAS, iDigital Outdoor, Clear Channel Outdoor and Lamar Outdoor Advertising completed the RFI and submitted it to the City; and

WHEREAS, the Ramsey EDA reviewed the Vendors RFI submittals on April 8, 2021 and recommend to City Council to further investigate and approve the concept of a digital billboard on Highway 10 with the EDA preference for vendor as iDigital Outdoor.

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

- 1) That the City Council select iDigital Outdoor as the vendor to work with for a Dynamic Display Billboard project on Hwy 10
- 2) Direct Staff to begin negotiation of a ground lease on 7443 Hwy 10 NW, or another City preferred location, and to work on an ordinance amendment for Digital Billboards and to bring back to the City Council for further review.

The motion for the adoption of the foregoing resolution was duly seconded by Councilmember _____, and upon vote being taken thereon, the following voted in favor thereof:

and the following voted against the same:

and the following abstained:

and the following were absent:

Whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the 11th day of May, 2021.

Mayor

ATTEST:

City Clerk