



DATE: July 25, 2023
TO: Mayor and Members of the City Council
FROM: Digital Billboard Negotiating Ad-hoc Subcommittee
SUBJECT: REPORT ON THE DIGITAL BILLBOARD NEGOTIATIONS

At the March 28, 2023 City Council meeting, the Mayor appointed Councilmembers Dillard and Shu to form a subcommittee to recommend a negotiated development agreement with Clear Channel, LLC for the placement and installation of digital billboards in the City. Pending the first meeting of the Subcommittee, a company known as OUTFRONT Media, LLC submitted a competing proposal (differing terms and conditions) for placement and installation.

RECOMMENDATION

In light of this competing proposal, and questions and concerns expressed by the Subcommittee, the Subcommittee now recommends the following:

That the Council direct staff to develop and circulate, within 30 days, a Request for Proposal (RFP) for the placement and installation of digital billboards in the City, to include:

1. a statement of facts identifying the process to authorize digital billboards, and
2. a listing of questions and concerns (for response) raised by the Subcommittee