



DATE: September 26, 2023

TO: Mayor and Members of the City Council

FROM: Mayor Mark Arapostathis and Councilmember Colin Parent

SUBJECT: PROPOSAL FOR DIGITAL BILLBOARDS TO FUND PUBLIC ART AND PUBLIC SAFETY

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.

At the July 25th meeting, the City Council voted not to proceed with a proposal from the Subcommittee to issue a competitive Request for Proposal (RFP) for the placement and installation of digital billboards.

We both supported the proposal on July 25th. However, we appreciate that the agenda item did not clearly identify the benefits to the public that might flow from an agreement for digital billboards in La Mesa. We are proposing to revisit the question of proceeding with an RFP, with a new guarantee that revenues from any such agreement will finance public art and public safety.

We are asking that the Council consider a new proposal to direct staff to develop and circulate, within 30 days, an 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 Council's previous Subcommittee
3. A new statement of commitment that the City of La Mesa will only enter into a billboard agreement which requires that for the first five years, any new billboard revenues will fund public art and public safety. In particular, one third of any such revenue will be dedicated to public art, one third will be spent for the La Mesa Police Department, and one third will be spent for the La Mesa Heartland Fire Department.