



CITY OF
BLOOMINGTON
SPECIAL SESSION
MEETING
JUNE 26, 2017

AGENDA



**SPECIAL MEETING SESSION AGENDA
OF THE CITY COUNCIL
CITY HALL COUNCIL CHAMBERS
109 E. OLIVE STREET, BLOOMINGTON, IL 61701
MONDAY, JUNE 26, 2017; 5:45 P.M.**

1. Call to Order
2. Roll Call of Attendance
3. Public Comment
4. Consideration of approving the minutes of the Special City Council Meetings for June 12, 2017. *(Recommend that the reading of the minutes be dispensed and approved as printed.) (5 minutes)*
5. Closed Special Meeting
 - A. Claims Settlement - Section 2(c) (12) of 5 ILCS 120/2 (5 minutes)
 - B. Collective Bargaining – Section 2(c) (2) of 5 ILCS 120/2 (10 minutes)
6. Adjourn Closed Session and Return to Open Session
7. Presentation and discussion regarding a proposal to permit LED Mobile Advertising on Connect Transit public transport vehicles. *(Presentation by Steve Rasmussen, Assistant City Manager and Isaac Thorne, Interim Director of Connect Transit 10 minutes, and Council discussion 15 minutes.)*
7. Adjourn *(approximately 6:25 PM)*



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 4**

FOR COUNCIL: June 26, 2017

SUBJECT: Consideration of approval the minutes of the Special City Council Meetings for June 12, 2017.

RECOMMENDATION/MOTION: That the reading of the minutes be dispensed and approved as printed.

STRATEGIC PLAN LINK: Goal 1. Financially sound City providing quality basic services.

STRATEGIC PLAN SIGNIFICANCE: Objective 1d. City services delivered in the most cost-effective, efficient manner.

BACKGROUND: The Special City Council Meeting Minutes have been reviewed and certified as correct and complete by the City Clerk.

In accordance with the Open Meetings Act, Council Proceedings are made available for public inspection and posted to the City's web site within ten (10) days after Council approval.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: Not applicable.

FINANCIAL IMPACT: Not applicable.

Respectfully submitted for Council consideration.

Prepared by: Cherry L. Lawson, C.M.C., City Clerk

Recommended by:

A handwritten signature in black ink, appearing to read "David A. Hales".

David A. Hales, City Manager

Attachments:

- June 12, 2017 Special Session Meeting Minutes

SPECIAL SESSION CITY COUNCIL MEETING

City Hall Conference Room
109 E. Olive Street, Bloomington, IL 61701
Monday, June 12, 2017; 5:45 PM

1. Call to Order

The Council convened in Special Session in the Council Chambers, City Hall Building at 5:45 p.m., Monday, June 12, 2017. The meeting was called to order by Mayor Renner.

2. Roll Call

Mayor Renner directed City Clerk Cherry Lawson to call the roll and the following members of Council answered present:

Aldermen Joni Painter, Diana Hauman, Mboka Mwilambwe, Jamie Mathy (Absent), Scott Black, Kim Bray, Karen Schmidt, David Sage (arrived: 5:49 PM), Amelia Buragas and Mayor Tari Renner.

Staff present: David Hales, City Manager; Steve Rasmussen, Assistant City Manager; Jeffrey Jurgens, Corporation Counsel; Cherry Lawson, City Clerk; Nicole Albertson; Human Resource Director; Angie Brown, Assistant Human Resource Director, Josh Hansen, Compensation and Benefits Manager; Brian Mohr, Fire Chief, Lisa Calloway, Counsel, Sorling Northrup; Jim Baird, Counsel.

3. Public Comment

Mayor Renner opened the meeting to receive Public Comment. No individuals provided comments during the meeting.

4. Consideration of approving the minutes of the Special City Council Meetings for May 22, 2017.

Mayor Renner asked for a motion to approve the minutes.

Motion by Alderman Black second by Alderman Painter to approve the minutes as presented.

Ayes: Aldermen, Painter, Schmidt, Mwilambwe, Buragas, Hauman, Black and Bray.

Nays: None

Motion carried.

5. Closed Special Session Meeting
 - A. *Collective Bargaining – Section 2(c) (2) of 5 ILCS 120/2 (40 minutes)*
 - B. *Pending / Probable Litigation Section 2(c) (11) of 5 ILCS 120/2 (15 minutes)*

Mayor Renner requested a motion to go into Closed Session per Section 2(c) (2) of 5 ILCS120.

Motion by Alderman Hauman seconded by Alderman Bray to enter into Closed Session Meeting per Section 2(c) (5) of 5 ILCS120, and Section 2(c) (11) of 5 ILCS 120/2.

Ayes: Aldermen, Painter, Black, Schmidt, Buragas, Mwilambwe, Hauman, and Bray.

Nays: None

Motion carried.

6. Adjourn Closed Session and Return to Open Session

Mayor Renner asked for a motion to adjourn the Closed Session Meeting.

Motion by Alderman Hauman seconded by Alderman Painter to adjourn the Closed Session Meeting and Return to Open Session.

Motion Carried (Viva Voce).

7. Return to Closed Session

Mayor Renner asked for a motion to return to Open Session Meeting and Adjourn.

Motion by Alderman Hauman seconded by Alderman Schmidt to adjourn the Closed Session Meeting and Return to Open Session.

Motion Carried (Viva Voce).

8. Adjournment

Motion by Alderman Schmidt seconded by Alderman Hauman to adjourn. Time: 6:43 PM.

Ayes: Aldermen, Painter, Schmidt, Black, Mwilambwe, Buragas, Sage, Hauman and Bray.

Nays: None

Motion carried.

CITY OF BLOOMINGTON

ATTEST

Tari Renner, Mayor

Cherry L. Lawson, CMC, City Clerk



MEMO

To: Mayor Renner and Members of the City Council

From: Steve Rasmussen

Date: June 1, 2017

Subject: Connect Transit LED Mobile Advertisements

The purpose of this memorandum is to inform the City Council about the attached request by Connect Transit to put lighted advertisements on the rear of their buses. Please see that request as Attachment 1.

The reason for this is that Connect Transit estimates conservatively that it will receive about \$250,000 per year in advertising revenue. The problem is that Bloomington currently has an ordinance prohibiting such signs. Please see the attached extract of the relevant ordinance as Attachment 2, and our proposed ordinance revision as Attachment 3. Normal has an ordinance addressing this but interprets it to not disallow this kind of advertising. The proposed advertising signs are a proprietary item from the Uberdisplay Company. Attachment 4 is an example of the sign they propose for our transit buses.

Connect Transit has met with Administration and Police and Fire from both the City and the Town. Staff's belief was that distracted driving was the purpose for the original prohibition. In light of current realities, however, and since these will only go on the rear of the Connect Transit buses, none of these concerns now rise to the point of being a strong objection.

Connect Transit suggests that such an amendment to the ordinance would allow them to proceed. The proposed change is very narrowly defined so as not to encourage a proliferation of moving lighted signs on other vehicles.

I recommend that staff bring forward such an ordinance change for Council's consideration.



DATE: May 19, 2017
TO: Mayor Renner and Member of the City Council
FROM: Isaac Thorne, Interim General Manager

Subject: Connect Transit LED Mobile Advertisements

Connect Transit started the advertising program in 2013 and it provides approximately \$130,000 in revenue. To increase our advertising revenue Connect desires to partner with Uber Displays, which could provide an additional \$250,000 in revenue. This is a conservative estimate and will provide Connect with much needed revenue.

Over the last six months we have met with Uber Display to discuss installing 2' x 4' LED signs on the rear of buses and display advertisements. Uber Display desires to partner with public transit agencies and is currently working with Nashville Metropolitan Transit Authority. At this time Uber Displays has no interest in partnering with public or private entities outside of transit agencies.

Each sign will display up to eight ads and the ads will change every eight seconds. Connect will still control what ads can be displayed through our advertising policy. Additionally, Uber Displays will provide free wifi to all of our buses that have the LED displays. Connect will also receive advertising revenue from wifi landing pages.

In addition to displaying ads on the LED displays, these will also have amber alerts and severe weather warnings. This will be beneficial to our customers, but also the community.

Connect Transit would greatly benefit to an amendment to the current ordinance to allow the LED displays to be installed on buses.

From: Tom Dabareiner/Cityblm
To: Steve Rasmussen/Cityblm@Cityblm

Date: Wednesday, May 03, 2017 11:29AM
Subject: Fw: Town of Normal Sign Code

History: 4¹ This message has been replied to.

per your request, see the text below

-----Forwarded by Tom Dabareiner/Cityblm on 05/03/2017
11:29AM ----- To: Tom Dabareiner/Cityblm@Cityblm
From: Katie
Simpson/Cityblm Date:
04/24/2017 04:24PM
Subject: Town of Normal Sign Code

<https://www.normal.org/DocumentCenter/View/7716>

48. PORTABLE SIGN. Any sign not permanently attached to the ground or to a building or building surface.

22. ELECTRIC SIGN. Any sign activated or illuminated by means of electrical energy.

SEC. 15.13-8 PROHIBITED SIGNS. The following devices and locations shall be specifically prohibited:

D. Portable electric signs.

Katie
Simpson
in City
Planner
City of
Bloomington, IL
(309) 434-2341

Connect Transit sign ordinance amendment

Tom
Dabareiner

Thursday, May 25, 2017 03:10PM

From:

To: Steve Rasmussen

Suggested wording:

Section 6.9 of the sign ordinance should be amended to read as follows:

Section 6.9: Electrical Portable Signs

Use and display of electrical portable signs is prohibited, except when located on publicly funded, not-for-profit transit vehicles.

Cloud-Managed, Digital Display Advertising

Announcing a new nationwide network of cloud-managed outdoor ad displays. We are placing campaigns in your market now.



ads@uberdisplays.com • 888.707.3031

615 MAIN STREET, SUITE 103 • NASHVILLE, TN 37206

