

SPECIAL SESSION CITY COUNCIL MEETING

City Hall Conference Room
109 E. Olive Street, Bloomington, IL 61701
Monday, June 26, 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 26, 2017. The meeting was called to order by Mayor Pro Tem Schmidt.

2. Roll Call

Mayor Pro Tem Schmidt directed Chief Deputy Clerk Renee Gooderham to call the roll and the following members of Council answered present:

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

Staff present: David Hales, City Manager; Steve Rasmussen, Assistant City Manager; Jeffrey Jurgens, Corporation Counsel; Renee Gooderham, Chief Deputy Clerk; Angie Brown, Assistant Human Resource Director, Brian Mohr, Fire Chief, Jim Karch, Public Works Director, Betty McCain, ASC, Jay Tetzloff, Parks Recreation & Cultural Arts Director and Eric Veal, Parks Recreation & Cultural Arts Asst. Director.

3. Public Comment

Mayor Pro Tem Schmidt 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 June 12, 2017.

Mayor Pro Tem Schmidt asked for a motion to approve the minutes.

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

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

Nays: None

Motion carried.

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

Motion by Alderman Hauman second by Alderman Mwilambwe to enter into Closed Session Meeting per Section 2(c) (12) of 5 ILCS120, and Section 2(c) (2) of 5 ILCS 120/2.

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

Nays: None

Motion carried.

5. Closed Special Session Meeting

A. *Claims Settlement – Section 2(c)(12) of 5 ILCS 120/2 (5minutes)*

B. *Collective Bargaining – Section 2(c) (2) of 5 ILCS 120/2 (40 minutes)*

6. Adjourn Closed Session and Return to Open Session

Mayor Pro Tem Schmidt asked for a motion to adjourn the Closed Session Meeting.

Motion by Alderman Black seconded by Alderman Bray to adjourn the Closed Session Meeting and Return to Open Session.

Motion Carried (Viva Voce).

7. Presentation and discussion regarding a proposal to permit LED Mobile Advertising on Connect Transit public transport vehicles.

Mr. Rasmussen noted that the Connect Transit had been working on permitting LED advertising for a number of months.

Isaac Thorne, Interim General Manager stated that the program began in 2013. Advertising was allowed on the outside and inside of buses. On the outside there were designated areas, those would be king/queen size ads and also rear-facing ads. To advertise the request must go through the Board and follow the advertising policy. Uber Displays was a company that had been around a little over a year. Uber Displays would install the 2' by 4' LED screens. These would be located on the back of the buses. A request to advertise would be sent to the website portal, same can be approved right away. Once it is approved, it is immediately transmitted to the bus. On average, each bus could have eight (8) different ads same would run for eight (8) seconds. Mr. Thorne believed there could be significant revenue generated with this advertising program. Uber Displays would provide free Wi-Fi for all riders.

Mr. Rasmussen anticipated that the program would generate approximately \$250,000 a year. He noted that there was some overhead along with the payment to Uber. The current static advertising produced approximately \$130,000 a year. The LED advertising was used in a

number of different U.S. cities. The screens were patented so only the Uber system can use it. He noted that Chapter 3, Advertising Sign Code prohibited portable electric signs. He recommended amending same to say “except when located on publicly funded, not for profit vehicles”. Staff believed that the original prohibition was the screens/lights were thought of as distractions. The Police and Fire Departments were invited to the demonstration. The Departments did not believe there were serious issues as the screens would be located on the back of the buses. Connect Transit would make a recommendation to the Board. It was believed that the Town of Normal would allow same.

Alderman Hauman questioned advertising on the YWCA buses. Mr. Rasmussen noted that the YWCA had the Medivan Program. Same was used for semi-emergency operations. That program would end on July 1, 2017.

Alderman Mathy questioned screen brightness and if same adjusted automatically based on outside conditions.

Alderman Mwilambwe questioned if the revenue of \$250,000 from these signs was in addition to the \$130,000. Mr. Thorne stated that same would be in addition. This year’s budget was \$150,000.

Alderman Mwilambwe questioned the plans for the revenue generated. Mr. Rasmussen noted that Connect Transit had to reduce routes.

Alderman Buragas believed that static displays would be less distracting and safer. She questioned if there was technology to make them non-static so they would be moving videos and, if so, should the ordinance address same. Mr. Thorne stated moving video advertising would not be allowed.

Alderman Sage questioned if this would become a contract. Mr. Thorne responded that there would be a three (3) month pilot project on eight (8) buses so the community could adjust. After the pilot then there would be a one or two (1 or 2) year contract.

Mr. Hales requested that this item appear on the Zoning Board of Appeals agenda prior to same coming back to Council. He believed that the amendment would open the possibility of others to request the same advertising.

8. Adjournment

Motion by Alderman Hauman seconded by Alderman Black to adjourn. Time: 6:31 PM.

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

Nays: None

Motion carried.

CITY OF BLOOMINGTON

ATTEST

Tari Renner, Mayor

Renee Gooderham, Chief Deputy Clerk,
RMC