



**City of Newport  
Newport Economic Development Authority Minutes  
January 17, 2013**

**1. CONVENE ECONOMIC DEVELOPMENT AUTHORITY MEETING**

Mayor Geraghty called the Regular NEDA Meeting to order at 6:33 P.M.

**A. Roll Call**

Commission Members Present – Tim Geraghty, Tom Ingemann, Bill Sumner, Tracy Rahm, Steven Gallagher

Commission Members Absent -

**B. Review Agenda**

**Motion by Gallagher, seconded by Sumner to approve the agenda as presented. With 5 Ayes, 0 Nays, the motion carried.**

**C. Approval of October 18, 2012 NEDA Meeting Minutes**

**Motion by Gallagher, seconded by Sumner to approve the October 18, 2012 minutes. With 5 Ayes, 0 Nays, the motion carried.**

**2. NEW BUSINESS**

**A. Discussion Regarding Electronic Billboards**

**Councilman Rahm** – I gave a proposal to the City Council regarding electronic billboards a couple months ago and we are having a preliminary discussion on this tonight. John Bodger from CBS Outdoors is here to discuss his company and how they operate electronic billboards. CBS Outdoors is a major operator of billboards in the U.S.

John Bodger, CBS Outdoors, was present to discuss his company and their experience with electronic billboards. CBS Outdoors has 300 billboards in the metro area, 6 of which are electronic. CBS Outdoors most recently built one in Inver Grove Heights and Eagan. CBS Outdoors donates five minutes of billboard time per month to the cities for 8-second spots. The spots can be used to promote events, CODE Red Alerts, etc. When CBS Outdoors installs electronic billboards they execute a lease agreement with the property owner which stipulates items such as maintenance and revenue-sharing. Typically, the property owner would receive 25% of the revenue, however if the City wished to provide some of the capital costs, CBS would be willing to look at increasing the revenue percentage. The estimated revenue for an electronic billboard in the metro area is \$200,000 per year. Currently, the City Code allows for billboards to be 550 square feet or less, however CBS' billboards are 672 square feet. If the City Council wished to install a billboard it would need to amend its sign code.

Superintendent Hanson will review locations throughout town where an electronic billboard could be installed and provide a list to the City Council. Additionally, Executive Analyst Helm and Planner Sherri

Buss will determine what would need to be amended in the sign code to allow for electronic billboards in each location.

### **3. OTHER BUSINESS**

**Mayor Geraghty** – I would like to start working on a plan to develop the old Public Works site on 4<sup>th</sup> Avenue.

### **4. ADJOURN**

**Motion by Gallagher, seconded by Geraghty to adjourn the NEDA Meeting at 6:50 p.m. With 5 Ayes, 0 Nays, the motion carried.**

Signed: \_\_\_\_\_  
Tim Geraghty, President

Respectfully Submitted:

Renee Helm  
Executive Analyst