



**City of Newport
Newport Economic Development Authority Minutes
February 21, 2013**

1. CONVENE ECONOMIC DEVELOPMENT AUTHORITY MEETING

Mayor Geraghty called the Regular NEDA Meeting to order at 6:20 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 Geraghty, seconded by Gallagher to approve the agenda as presented. With 5 Ayes, 0 Nays, the motion carried.

C. Approval of January 17, 2013 NEDA Meeting Minutes

Motion by Gallagher, seconded by Sumner to approve the January 17, 2013 minutes. With 5 Ayes, 0 Nays, the motion carried.

2. NEW BUSINESS

A. Discussion Regarding Electronic Billboards

Councilman Rahm – We have Matthew Weiland from Clear Channel Outdoor here to educate us on their company and what they do in regards to electronic billboards.

Matthew Weiland, Clear Channel Outdoor, was present to discuss his company and their experience with electronic billboards. Clear Channel Outdoor has 48 digital faces within 12 metro cities. Clear Channel most recently built one in Burnsville. One digital face is equal to one side of a billboard. Clear Channel donates five hours of billboard time per month to the cities for 8-second spots. Clear Channel is interested in looking at the Newport area and would be willing to do an analysis of the area. The earliest that Clear Channel would be able to start an analysis is July 2013, with construction beginning in 2014. When Clear Channel installs electronic billboards, they build the structures and execute a long-term lease for the land. It costs between \$500,000 and \$750,000 to build an electronic billboard.

Sherri Buss, TKDA Planner, was present to discuss the City's current sign ordinance for billboards. The City would need to amend the sign code in regards to the size of billboards, allowed zones, and electronic displays.

B. Discussion Regarding Communities of Distinction

Mayor Geraghty – A couple weeks ago Deb and I had a conference call with a producer for the show Communities of Distinction. The show would like to do a five-minute segment on Newport, which would be broadcasted nationally. There is a charge of approximately \$20,000 for production. We haven't spent anything on promoting the City in regards to economic development.

Councilman Gallagher – Could we reuse the video?

Mayor Geraghty – Yes, they would give us the rights. I was thinking this could be a good thing for the City and it's worth looking into. We have a call with them on Monday.

Councilman Rahm – I think it's worth looking into.

3. OTHER BUSINESS

Mayor Geraghty – I would like to continue discussion regarding the old Public Works site on 4th Avenue. I was wondering if the engineer and planner could take a look at it and provide some potential layouts.

Superintendent Hanson – There are a few layouts already but they're not single-family homes, they are townhomes.

Sherri Buss – I think it helps to talk with actual developers to see what could work there. We did that with the Red Rock and Knauff site and it helped.

Motion by Geraghty, seconded by Gallagher to pursue this matter and bring it forward to the City Council. With 5 Ayes, 0 Nays, the motion carried.

4. ADJOURN

Motion by Gallagher, seconded by Rahm to adjourn the NEDA Meeting at 6:53 p.m. With 5 Ayes, 0 Nays, the motion carried.

Signed: _____
Tim Geraghty, President

Respectfully Submitted:

Renee Helm
Executive Analyst