



## **STAFF REPORT**

DATE: 7/5/2017

**REGULAR**

ITEM #: 12

**TO:** City Council  
**FROM:** Emily Becker, City Planner  
**AGENDA ITEM:** Lions Park Signs  
**REVIEWED BY:** Kristina Handt, City Administrator

---

### **BACKGROUND:**

Aaron Runk has offered to sell advertisements in the form of signage on fencing within Lions Park. Staff obtained quotes from Kathy Weeks of Weekend Signs. The Parks Commission reviewed the sign costs at its June 19, 2017 meeting and made recommendations.

### **ISSUE BEFORE COUNCIL:**

The Council is being asked to review the Parks Commission recommendation and adopt Resolution 2017-071 approving the initial costs of the signs to be assigned to the capital improvements fund for Lions Park; and approving cost and sales price for and type of signs to be allowed within Lions Park.

### **PROPOSAL DETAILS/ANALYSIS:**

Kathy Weeks provided pricing for both 4' X 8' and 4' X 16' (two panels of 4' X 8') signs. Pricing is shown for both aluminum composite and vinyl banners in these sizes. This pricing is at cost and does not include markup, and Kathy has indicated that there will be no additional markup to this price. Staff has also reached out to other sign companies to obtain pricing, and Kathy's quote was the lowest. These quotes are attached for reference. Once a business has agreed to purchase advertising space, the signs would be made and displayed on fencing in the park. Kathy has also provided visuals of what the signs would look like on fencing within the park.

The advertisements would be sold, and the City would pay Kathy for the initial cost of the signs. The initial cost of the 4' X 8' aluminum signs are \$150.00-\$200.00 each, and the Parks Commission recommended that they be sold for advertisement at \$500.00/year. The 4' X 16' aluminum signs (which would be made up of two 4' X 8' aluminum signs) are at a cost of \$350.00-\$400.00 each, and the Parks Commission recommended that the advertisements be sold at a price of \$900.00/year. The Parks Commission also recommended that the funds used for the initial costs of the signs come from the Lions Park capital improvements fund and that the signs have a vintage feel where possible.

### **FISCAL IMPACT:**

Initial cost of purchasing the signs, which would be covered by the cost for advertisement. The Parks Commission has recommended that the initial funds to purchase the signs come out of the capital improvements fund for Lions Park.

**OPTIONS:**

- Adopt Resolution 2017-071, approving the initial costs of the signs to be assigned to the Lions Park capital improvements fund; and approving cost and sales price for and type of signs to be allowed within Lions Park as part of tonight's consent agenda.
- Remove the item from tonight's consent agenda, make amendments Resolution 2017-071, and adopt Resolution 2017-071 as amended.
- Not adopt Resolution 2017-071.

**RECOMMENDATION:**

Staff and the Parks Commission recommend adoption of Resolution 2017-071, approving the initial costs of the signs to be assigned to the Lions Park capital improvements fund; and approving cost and sales price for and type of signs to be allowed within Lions Park as part of tonight's consent agenda. If removed from the consent agenda, the recommended motion can be made as follows:

***“Move to adopt Resolution 2017-071, approving the initial costs of the signs to be assigned to the Lions Park capital improvements fund; and approving cost and sales price for and type of signs to be allowed within Lions Park.”***

**ATTACHMENTS:**

- Resolution 2017-071
- Sign package from Kathy Weeks including sign pricing, example photos of what the signs would look like within Lions Park, and example sign graphics
- Other signage quotes

**CITY OF LAKE ELMO  
WASHINGTON COUNTY, MINNESOTA**

**RESOLUTION NO. 2017-071**

*A RESOLUTION APPROVING INITIAL COST, PRICE, FUNDS BEING USED, AND TYPE OF  
SIGNS TO BE SOLD AND PLACED WITHIN LIONS PARK AND COMMITTING FUNDS*

**WHEREAS**, Lions Park is home to many annual events such as the Lake Elmo Rotary Ice Cream Social, Huff n Puff Days and numerous Lake Elmo Baseball Association games; and

**WHEREAS**, Lions Park is one of Lake Elmo's oldest parks and is in need of improvements for both safety and aesthetic reasons; and

**WHEREAS**, Lake Elmo residents and businesses are interested in contributing to improvements at the Lions Park Ballfield both through monetary and in-kind contributions and;

**WHEREAS**, volunteers have come forward offering to help sell advertising signs for the outfield fence at Lions Park and;

**WHEREAS**, the Parks Commission also recommended that every effort be made to give the signs a vintage feel when possible; and

**WHEREAS**, the Parks Commission reviewed the cost, price, funds to be used, and type of signs to be used and sold as advertisements within Lions Park at its June 19, 2017 meeting and recommended that Council approve the following:

- 4' X 8' 3mm Aluminum Composite Sign w/ Grommets at a cost of up to \$200.00 and a sale price of \$500.00/year.
- 4 X 16' 3mm Aluminum Composite Sign w/ Grommets at a cost of up to \$400.00 and a sale price of \$900.00/year, and

**WHEREAS**, the Parks Commission also recommended that the City Council commit the funds received from sales of signs to the Lions Park Ballfield Improvement Fund and;

**WHEREAS**, the initial costs of the signs would come from the funds deposited in the Lions Park Ballfield Improvement Fund.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Lake Elmo approves the aforementioned initial costs, sale price, funding source, and type of signs that will be sold for advertising to raise funds for Lions Park, to be placed within Lions Park.

**BE IT FURTHER RESOLVED**, that the City Council does hereby commit the advertising revenues from the sale of signs at Lions Park to the Lions Park Ballfield Improvement Fund.

Passed and duly adopted this 5th day of July, 2017 by the City Council of the City of Lake Elmo, Minnesota.

---

Mike Pearson, Mayor

ATTEST:

---

Julie Johnson, City Clerk



**Weeks-end Signs & Graphics**

**KATHY WEEKS**  
WeeksEndSigns@AOL.COM

Call **651.779.0307**

**Date:** 5/31/17

**Proof:** 1

4' x 8' (Rihm Kenworth)

233' fence marker



4' x 16' Gorman's Restaurant in center... 4' x 8' signs on each side

266' fence marker



**NOTE:**

Please review your proof carefully for Spelling Errors, Size, Quantity, Color & ALL content.



**Signs**  
& GRAPHICS

KATHY WEEKS  
WeeksEndSigns@AOL.COM

Call 651.779.0307

Date: 5/31/17

Proof: 1

4' x 8'

country market

**Hagberg's**

**THE MEAT PLACE**

**HagbergsMarket.com**

**Find Us On Facebook**

**RK**

**RIHM KENWORTH**

**FAMILY OWNED & OPERATED SINCE 1932**

**GORMAN'S**

**Restaurant**

**Burgers & Malts**

**GormansRestaurantLakeElmo.com**



**LAKE ELMO BANK**

**A TRADITION OF SERVICE**

4' x 16' (2 @ 4' x 8' panels installed next to each other)

**GORMAN'S**

**Restaurant**

**Burgers & Malts**

**OPEN 'till 8pm Mon.-Sat.**

**Sundays 'till 3pm**

**GormansRestaurantLakeElmo.com**

**NOTE:**

Please review your proof carefully for Spelling Errors, Size, Quantity, Color & ALL content.

PREPARED FOR: **City of Lake Elmo**

DATE: 6/27/2017

TOTAL PAGES: 1

Quote # 12523



945 Pierce Butler Route  
St. Paul, MN 55104

Quote Line	ITEM	UNIT	Qty	TOTAL	COMMENTS / QUALIFICATIONS
12523	4' X 8'		1	\$767	Furnish and deliver (1) 4' X 8' 3MM Aluminum composite sign. Sign will have a prefinished white back and have a first surface digital print applied to the face. No permit needed.
12523-01	4' X 16'		1	\$1,247	Furnish and deliver (1) 4' X 16' 3MM Aluminum composite sign. Sign will have a prefinished white back and have a first surface digital print applied to the face. No permit needed.

### Grand Total

#### General Qualifications

- Manufacture, installation and shop drawings included
- 50% deposit required to begin manufacturing

#### Questions?

Contact Steve Rutkowski

O:651-488-6711 or C:651-775-6727

[srutkowski@lawrencesign.com](mailto:srutkowski@lawrencesign.com)

**Impression Signs and Graphics**

680 Hale Ave N. #250  
 Oakdale MN 55128  
 United States  
 Phone: (651) 328-6601  
 Fax : (651) 328-6608  
 eric@impressionsigns.com  
 for Quote : eric@impressionsigns.com  
 www.impressionsigns.com  
 EIN # : 46-2454941

**Quote 3680 - 8'x4' Composite Aluminum Panels****Expiration Date : 08/22/2017**

Quote for	Contact	Shipping/Install
<b>City of Lake Elmo</b> 3800 Laverne Avenue North Lake Elmo MN 55042	<b>Emily Becker</b> Phone : (651) 747-3912 Email : ebecker@lakeelmo.org Address : 3800 Laverne Avenue North Lake Elmo MN 55042	

Quote #	Quote Date	Sales Rep	Payment Terms	PO	PO Date
<b>3680</b>	06/23/2017	<b>Eric Gustafson</b> eric@impressionsigns.com (612) 401-4450	Cash Customer		

**Items**

#	Item	Qty	Unit Price	Total (Ex. Tax)	Tax	Total (With Tax)
1	<b>Digital Print on Max Metal Single Sided</b> Single Sided Composite Aluminum Panel, 3M Full Color Digital Print Vinyl Graphics with Premium 3M UV Gloss Overlamine.  Note - assumes client provided design - but we also offer design services at \$90/hour.  Discounts apply if multiples ordered at one time.	1	\$400.00	\$400.00	\$0.00	\$400.00
2	<b>Digital Print on Max Metal Single Sided</b> Single Sided Composite Aluminum Panel, 3M Full Color Digital Print Vinyl Graphics with Premium 3M UV Gloss Overlamine.  Note - assumes client provided design - but we also offer design services at \$90/hour.	1	\$730.00	\$730.00	\$0.00	\$730.00

Please circle the option above that you want and sign below

for **City of Lake Elmo**

Signature	Date
-----------	------