



OFFICIAL PUBLIC NOTICE

MEETING OF THE FINANCE COMMITTEE

TUESDAY, MAY 07, 2024 AT 5:30 PM

COUNCIL ROOM, MUNICIPAL BUILDING, 450 S. MAIN ST., RICHLAND CENTER, WI 53581

Microsoft Teams Meeting:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODgzY2Y4ZmQtNzVmMC00ZmJkLTkyNzktM2NhMjliNGI0Mjc0%40thread.v2/0?context=%7b%22Tid%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%2220a2cb6e-5013-48b7-acaee44f9362dd0%22%7d

Meeting ID: 244 499 265 731

Passcode: UqeJ25

AGENDA

CALL TO ORDER *Roll Call for the meeting, determine whether a quorum is present; determine whether the meeting has been properly noticed.*

APPROVAL OF MINUTES *Motion to waive the reading and approve the minutes of the last meeting.*

- [1.](#) Minutes of April 16, 2024

PAYMENT OF BILLS

- [2.](#) Bills of May 7, 2024

CLERK/TREASURER'S REPORT

ECONOMIC DEVELOPMENT DIRECTOR'S REPORT

3. Director's Report

DISCUSSION AND ACTION ITEMS

- [4.](#) Digital Billboard Advertising Package Renewal

SET NEXT MEETING DATE June 4, 2024

ADJOURN

Posted this 3rd day of May, 2024 by 4:30 PM.

Copy to the official newspaper the Richland Observer.

Aaron Joyce, City Clerk/Treasurer

PLEASE NOTE: That upon reasonable notice, a minimum of 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Ashley Oliphant, City Administrator at 450 S. Main St., Richland Center, WI. 53581 or call 608-647-3466. Notice is hereby given that the council members who are not members of this committee may attend this meeting so as to constitute a quorum of the city council. Any such council member attendance will be for information gathering, discussion, and/or related purposes and will not result in the direct decision making by

the city council at the committee meeting. The City of Richland Center is an equal opportunity employer, provider, and lender.

AGENDA

CALL TO ORDER: Meeting was called to order at 5:30 PM. Members present were Ryan Cairns, Karin Tepley, and Melony Walters.

APPROVAL OF MINUTES: Motion by Tepley to waive the reading of the March 5, 2024 Finance Committee minutes and approve them as presented. Seconded by Walters. Motion carried 3-0.

PAYMENT OF BILLS: Motion by Walters to approve the April 16, 2024 bills as presented. Seconded by Tepley. Motion carried 3-0.

CLERK/TREASURER'S REPORT: Clerk Aaron Joyce reported that the April General Election went very well. It was the city's first opportunity to utilize the new Badger Books electronic poll book. Overall the response was very positive from voters and poll workers.

ECONOMIC DEVELOPMENT DIRECTOR'S REPORT: Economic Development Director Jasen Glasbrenner reported on a number of areas he's been working on including housing & workforce development, and a congressional grant that awarded \$2.5-million for infrastructure development around hospital site. Glasbrenner reported that the Los Amigos II restaurant expansion grant was approved. Additional projects include wayfinding & entrance signs, the hotel project & TIF district planning. Finally, Glasbrenner said that Ehlers is reviewing a draft TIF for the Panorama Estates project, which will hopefully be before council soon.

DISCUSSION AND ACTION ITEMS

4. Consider Purchase of Zero-Turn Mower

Spencer Reed said that the department has been dealing with maintenance and safety issues with the current mowers and he is requesting the purchase of the Ferris mower from Homesteaders at \$14,599.90 due to its past experience in reliability and maintenance. Reed said that maintenance of department equipment is being tracked. He added that all mowers bid do offer a 2 year warranty. Four bids were received, and the Public Works Committee recommended Homesteaders Ferris ISX3300. Despite not being the low bid, the unit is still under budget by \$2,650.10. Motion by Walters to recommend to council the purchase of the Ferris ISX3300 from Homesteaders at a cost of \$14,599.90. Seconded by Tepley. Motion carried 3-0.

5. Consider Purchase of Mower Tractor

Reed reported that three bids were received, and he is requesting the 2023 Bobcat from Jay's Ag & Turf at a purchase price of \$18,633. He noted that the Bobcat has a better warranty at 2-year bumper to bumper and 6-year power train warranty. Alderperson Cairns

noted that any parts and warranty work would need to be done in Reedsburg. The city budgeted \$17,750 for this item and the bid was over budget by \$883. Motion by Walters defer to council the decision to purchase this item. Seconded by Tepley. Motion carried 3-0.

Item 1.

6. **Consider Purchase of Snow Blower**

Two bids received for this item. Spencer Reed said that the equipment from Simpson's meets the requirements of flow. The funding source for this equipment is from Unallocated Contingency funds. The old equipment would either be sold on Wisconsin surplus or traded in. There is \$125,000 budgeted in Unallocated Contingency and approximately \$16,000 has been used so far. It was noted that there is an approximate waiting period of about 6 months before delivery. Motion by Walters to recommend to council the purchase of the Manitou Edge snow blower attachment from Simpson's Tractor in amount of \$10,944, with funds coming from the Unallocated Contingency in the 2024 city budget. Seconded by Tepley. Motion carried 3-0.

7. **Purchase and installation of lighted crosswalk signs**

Two quotes were received for this item, including a unit from Decker which is push-button and similar to the lighted crosswalks the city currently uses. The other lighted crosswalk is a constant flashing sign. The committee preferred to keep the same style of lighted crosswalk. Funding would come from the Sign budget in the Street Department. Motion by Cairns to send this item back to the Public Works Committee for further consideration. Administrator Oliphant stated that it should be coordinated with the Public Works Department to determine if it fits within the budget. Seconded by Tepley. Motion carried 3-0.

8. **Approval of historical marker for Vernon W. Thomson at 950 N. Orange Street**

Mayor Coppernoll reported that Bob Bellman, who spearheaded the idea, asked the city to sponsor the sign. The City Council had previously approved the application fee, but did not approve the actual purchase of the sign. The total cost would be dependent on the size of sign, which is estimated between \$1,900-\$2,520 for a 2-sided sign. The item is not budgeted and there is not a hard deadline to submit the application. Motion by Walters to postpone action to determine how much the sign will cost. Seconded by Tepley. Motion carried 3-0.

9. **Accept a non-monetary donation of a kayak landing and memorial plaque from Southwest Partners**

This donation follows the recently-approved donation policy. Colleen Schroeder wanted to donate funds up to \$17,000 to make an existing kayak landing more accessible. It was determined that the landing would be the existing Bohmann Drive landing. Southwest Partners will facilitate the purchase. The Park Board approved the resolution for approval. Landing should be added to the city's insurance policy. Motion by Walters to recommend to council to authorize the acceptance of the non-monetary donation of a kayak landing and memorial plaque from Southwest Partners. Seconded by Tepley. Motion carried 3-0.

10. **Contract with Chrome Fireworks & Displays, LLC for City Fireworks for June 29, 2024**

\$10,000 is budgeted for the city's fireworks display. The Park Board previously approved the contract. Chrome has provided the display for many years. Motion by Walters to recommend to council the approval of the contract with Chrome Fireworks & Displays LLC for the city fireworks on Saturday, June 29th. Seconded by Tepley. Motion carried 3-0.

11. **Purchase of new police squad and upfitting including radio installation**

This item was removed from the agenda.

12. **Consider Bid Award for Asphalt Overlays**

1,520 tons of asphalt went out to bid. The city has \$150,000 budgeted for the material. Two bids were received. Motion by Walters to recommend to council to accept the lowest bid from Scott Construction at a cost of \$86.95 per ton, or a total cost of \$132,164.00. Seconded by Tepley. Motion carried 3-0.

13. **RCPD Union Contract MOU - Lateral Hires**

Administrator Oliphant said she's been working with Police Chief Jones on a memorandum of understanding to the police union contract to address some of the hiring challenges. The current contract disincentivizes people currently in lawn enforcement to take a position with the Richland Center Police Department. Proposed changes include the discretion to place lateral hires on the salary and vacation schedules equal to the amount of years of experience outlined in the union contract, and remove the 6-month rate on the wage scale and make the new start rate the Patrolman rate. It was noted that the Richland Center Police Union has not voted on the MOU. There is a current opening in the RCPD and the changes may help attract more candidates. Motion by Walters to recommend to council the approval the RCPD union contract MOU regarding lateral hires. Seconded by Tepley. Motion carried 3-0.

SET NEXT MEETING DATE: May 7, 2024

ADJOURN: Motion by Cairns to adjourn. Seconded by Walters. Motion carried 3-0 at 6:51 PM.

Minutes respectfully submitted by Aaron Joyce, City Clerk

City of Richland Center

Payment Approval Report - Finance Committee

Page: 1

Report dates: 5/7/2024-5/7/2024

May 07, 2024 01:14PM

Report Criteria:

Invoices with totals above \$0.00 included.

Only unpaid invoices included.

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount
05/07/2024				
05-07-2024 COUNCIL				
ABT SWAYNE LAW LLC	04/23/2024	ATTORNEY FEES-ADMINISTRATOR	10-51700-570 ATTORNEY/FEES	2,975.00
ABT SWAYNE LAW LLC	04/23/2024	ATTORNEY FEES-COMMON COUNCIL	10-51700-570 ATTORNEY/FEES	812.50
ABT SWAYNE LAW LLC	04/23/2024	ATTORNEY FEES-ORDINANCE	10-51700-570 ATTORNEY/FEES	1,042.50
ALLIANT ENERGY/WPL	04/11/2024	ACCT #1601850000-HWY80SHELTER	10-55300-655 PARKS/SHELTER	17.27
ALLIANT ENERGY/WPL	04/16/2024	ACCT #5572730000-HWY14 WALMART	10-54230-320 SIGNS/UTILITIES	15.80
ALLIANT ENERGY/WPL	05/01/2024	ACCT #8290837462-TERMINAL BLDG	10-54900-320 AIRPORT/RUNWA	124.49
AMAZON CAPITAL SERVI	04/19/2024	CITY ACCT #A2D4H70ZB1JL0D-PD OFFICE SU	10-52100-340 POLICE/OFFICE	29.98
AMAZON CAPITAL SERVI	04/29/2024	CITY ACCT #A2D4H70ZB1JL0D-PD EQUIP	10-52100-430 POLICE/PRIORIT	98.78
AMERICAN SOCIETY OF	04/20/2024	2024 ASCAP CHARGES FOR MUSIC	10-55200-395 COMM CTR/SERV	23.33
BALQUIER-GALLEGOS, L	03/16/2024	PD INTERPRETER	10-52100-810 POLICE/ENFORC	30.00
BEAR GRAPHICS, INC	04/19/2024	ACCT #00-775440 CITY CLERK	10-51400-520 DATA PROC/SUP	361.43
BOARDMAN & CLARK LL	03/28/2024	INV #282223-CITY, GENERAL	10-51760-570 LABOR REL/FEE	46.00
BOARDMAN & CLARK LL	04/29/2024	INV #283665-2022 ASSESSMENT	10-51760-570 LABOR REL/FEE	90.00
CITY UTILITIES	04/10/2024	INV #5628-LANDFILL LEACHATE	10-54500-680 LANDFILL/LEACH	437.50
DEITELHOFF, ELIZABETH	04/16/2024	MEAL REIMB-DEITELHOFF	10-52100-410 POLICE/TRAININ	30.52
EHLERS INC	04/29/2024	INV #97384-PANORAMA 2 & 3 PROFORMA	10-56400-290 TIF/CONSULTANT	600.00
GENERAL COMMUNICATI	04/22/2024	ACCT #7355-POLICE DEPT	10-52100-550 POLICE/RADIO	300.00
GENUINE TELECOM	04/20/2024	ACCT #641500- PD	10-52100-300 POLICE/TELEPH	151.26
GENUINE TELECOM	04/20/2024	ACCT #641600-STREET SHOP	10-54100-300 GARAGE/TELEPH	36.13
GENUINE TELECOM	04/20/2024	ACCT #20300-CLERK	10-51300-300 CLK TREAS/TELE	48.86
GENUINE TELECOM	04/20/2024	ACCT #20300-CLERK	10-51300-300 CLK TREAS/TELE	13.89
GENUINE TELECOM	04/20/2024	ACCT #20300-CLERK	10-51300-300 CLK TREAS/TELE	36.88
GENUINE TELECOM	04/20/2024	ACCT #20300-BLDG INSPECTOR	10-52400-300 BLDG SFTY/TELE	36.88
GENUINE TELECOM	04/20/2024	ACCT #20300-MAYOR	10-51200-300 MAYOR/TELEPH	35.38
GENUINE TELECOM	04/20/2024	ACCT #20300-ASSESSOR	10-51600-300 ASSESSOR/TELE	35.38
GENUINE TELECOM	04/20/2024	ACCT #20300-CLERK	10-51300-300 CLK TREAS/TELE	35.38
GENUINE TELECOM	04/20/2024	ACCT #20300-CITY DSL	10-51400-590 DATA PROC/DSL	213.00
GENUINE TELECOM	04/20/2024	ACCT #73700-CC ALARM	10-55200-565 COMM CTR/FIRE	36.88
GENUINE TELECOM	04/20/2024	ACCT #73700-COMM CENTER	10-55200-300 COMM CTR/TELE	41.88
GENUINE TELECOM	04/20/2024	ACCT #73700-COMM CENTER	10-55200-300 COMM CTR/TELE	45.23
GENUINE TELECOM	04/20/2024	ACCT #73700-COMM CENTER	10-55200-300 COMM CTR/TELE	36.88
GENUINE TELECOM	04/20/2024	ACCT #73700-COMM CENTER	10-55200-300 COMM CTR/TELE	110.00
GENUINE TELECOM	04/20/2024	ACCT #73700-PARK SHOP	10-51850-300 BLDG-PROP/TEL	5.00
GENUINE TELECOM	04/20/2024	ACCT #73700-COMM CENTER	10-55200-300 COMM CTR/TELE	35.38
G-PRO EXCAVATING LLC	08/07/2023	PAY REQ 3-CEDAR ST IMPROVEMENTS	10-61000-942 OUTLAY/ST PROJ	137,631.16
G-PRO EXCAVATING LLC	11/03/2023	PAY REQ 4-CEDAR ST IMPROVEMENTS	10-61000-942 OUTLAY/ST PROJ	65,579.32
G-PRO EXCAVATING LLC	01/05/2024	PAY REQ 5-CEDAR ST IMPROVEMENTS	10-61000-942 OUTLAY/ST PROJ	12,803.97
IOWA COUNTY EMERGE	04/30/2024	POLICE DEPT INV #20240430-11	10-52100-860 POLICE/ADMINIS	42.05
JELINEK, GRETCHEN	05/01/2024	APR ASSESSOR PYMT-G JELINEK	10-51600-560 ASSESSOR/CON	1,665.00
JONES CHEVROLET	04/22/2024	ACCT #380-POLICE DEPT	10-52100-425 POLICE/CAR OPE	372.13
KOELSCH, BEN	04/30/2024	APR CABLE SPONSORSHIP	10-55600-390 CABLE TV/MISC	1,933.75
M S A PROFESSIONAL S	04/30/2024	INV #004178 ALDI TRAFFIC STUDY	10-56500-560 ECON DEV/CONT	720.00
NUSSE, JOE	04/29/2024	MILEAGE REIMB-J NUSSE	10-52100-410 POLICE/TRAININ	42.50
PEPICH, DAN	04/22/2024	CAFETERIA PLAN PYMT-D PEPICH	10-22320-000 PYRL DED-125 PL	137.78
PILLA, JASON R	04/18/2024	HOTEL/MEAL REIMBURSEMENT-J PILLA	10-52100-410 POLICE/TRAININ	396.42
RHYME BUSINESS PROD	04/15/2024	POLICE COPIER INV #36353894	10-52100-480 POLICE/MAINT A	239.95
RICHLAND FIRE DISTRIC	04/20/2024	FIRE CALL- INCIDENT #224050 CLARY	10-52300-905 FIRE DIST/CITY F	800.00
RICHLAND FIRE DISTRIC	04/29/2024	FIRE CALL- INCIDENT #224063 SMALLEY	10-52300-905 FIRE DIST/CITY F	611.00
STANARD & ASSOCIATE	04/30/2024	POLICE INV #SA000057808	10-52100-860 POLICE/ADMINIS	385.00
TC AUTOWORKS LLC	05/01/2024	ACCT #01144-POLICE DEPT	10-52100-425 POLICE/CAR OPE	96.83
TC AUTOWORKS LLC	04/29/2024	ACCT #01144-POLICE DEPT	10-52100-425 POLICE/CAR OPE	447.35

City of Richland Center

Payment Approval Report - Finance Committee

Page: 2

Report dates: 5/7/2024-5/7/2024

May 07, 2024 01:14PM

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount
U S CELLULAR	04/18/2024	ACCT #201978132-CELL/PARKS	10-51850-300 BLDG-PROP/TEL	33.99
U S CELLULAR	04/18/2024	ACCT #201978132-CELL/STREETS	10-54200-300 ROADWAYS/CEL	37.64
U S CELLULAR	04/18/2024	ACCT #201978132-MAYOR	10-51200-300 MAYOR/TELEPH	25.16
U S CELLULAR	04/18/2024	ACCT #201978132-CELL/MIEDEN	10-55200-300 COMM CTR/TELE	40.00
U S CELLULAR	04/10/2024	ACCT #854828109-FLOODWARNING	10-56200-300 FLOODPLN/TELE	40.51
U W MADISON - LOCAL G	04/18/2024	2024 BOR TRAINING MATERIALS	10-51300-410 CLK TREAS/TRAI	105.00
VERIZON WIRELESS	04/21/2024	ACCT #283186952-00001 RCPD	10-52100-300 POLICE/TELEPH	768.42
VIERBICHER ASSOCIATE	04/26/2024	INV #1-CONGRESSIONAL FUNDING	10-56500-560 ECON DEV/CONT	1,400.00
WAL-MART	04/29/2024	RESTITUTION-HICKS TO WALMART	10-52100-810 POLICE/ENFORC	79.88
WEX BANK	04/30/2024	POLICE ACCT #0496-00-916807-1	10-52100-500 POLICE/GASOLIN	2,736.86
WI CRISIS NEGOTIATOR	05/01/2024	PD REGISTRATION-L MOE	10-52100-410 POLICE/TRAININ	75.00
WI DEPT OF JUSTICE-CR	04/30/2024	ACCT #G2489-PD BACKGROUND CHECK	10-52100-860 POLICE/ADMINIS	7.00
WI DEPT OF TRANS-FINA	05/01/2024	PRELIM DESIGN-HWY14 TO BOHMANN	10-61000-990 OUTLAY/PROJEC	1,531.21
WI DEPT OF TRANS-TPR	05/07/2024	RCPD TVRP PROGRAM PAYMENT	10-44410-000 PARKING TICKET	500.00
WIL-KIL PEST CONTROL	04/17/2024	ACCT #133002-LANDFILL	10-54500-560 LANDFILL/CONT	63.30
WIL-KIL PEST CONTROL	04/11/2024	ACCT #131539-MUN BLDG	10-51800-560 MUN BLDG/CONT	63.30
WPPI ENERGY	05/01/2024	LED PROJ INV #INV20992	10-51850-470 BLDG-PROP/MAI	421.62
Total CITY GENERAL FUND:				239,822.49
Grand Totals:				239,822.49

The bills presented on this day (excluding any Library Fund invoices) having been referred to the Finance and Budget Committee, and said committee having duly investigated and audited these bills, hereby make the following recommendation:

THAT THE CITY BILLS PRESENTED ON THIS DAY BE PAID, WITH THE FOLLOWING ADJUSTMENTS AND/OR EXCEPTIONS:

Dated: _____

Finance: _____

Filed in the office of the City Clerk/Treasurer

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount
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Report Criteria:
Invoices with totals above \$0.00 included.
Only unpaid invoices included.

Paid between meetings

Item 2.

City of Richland Center

Payment Approval Report - Finance Committee
Report dates: 4/17/2024-5/7/2024Page: 1
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Report Criteria:

Invoices with totals above \$0.00 included.
Only paid invoices included.

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount
04/24/2024				
(0)				
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES SOCIAL SECURITY Pay Peri	10-22130-000 W/H TAXES-FICA/	3,786.50
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES FEDERAL WITHHOLDING T	10-22110-000 W/H TAXES-FEDE	4,490.58
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES SOCIAL SECURITY Pay Peri	10-22130-000 W/H TAXES-FICA/	3,786.50
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES MEDICARE Pay Period: 4/19	10-22130-000 W/H TAXES-FICA/	885.54
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES MEDICARE Pay Period: 4/19	10-22130-000 W/H TAXES-FICA/	885.54
WI Deferred Compensation	04/24/2024	DEFERRED COMP DEFERRED COMP AFTER	10-22310-000 PYRL DED-WI DE	81.78
WI Deferred Compensation	04/24/2024	DEFERRED COMP DEFERRED COMPENSATI	10-22310-000 PYRL DED-WI DE	245.00
WI Deferred Compensation	04/24/2024	DEFERRED COMP DEFERRED COMP AFTER	10-22310-000 PYRL DED-WI DE	100.00
Total CITY GENERAL FUND:				14,261.44
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES FEDERAL WITHHOLDING T	20-22110-000 LIBRARY FEDER	255.61
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES SOCIAL SECURITY Pay Peri	20-22130-000 LIBRARY FICA/M	456.65
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES SOCIAL SECURITY Pay Peri	20-22130-000 LIBRARY FICA/M	456.65
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES MEDICARE Pay Period: 4/19	20-22130-000 LIBRARY FICA/M	106.80
INTERNAL REVENUE SE	04/24/2024	FICA/FED TAXES MEDICARE Pay Period: 4/19	20-22130-000 LIBRARY FICA/M	106.80
Total LIBRARY FUND:				1,382.51
04/30/2024				
05-07-2024 Council				
Delta Dental	01/31/2024	Feb 2024 Dental & Vision Insurance	10-22270-000 EMPLOYEE SHA	335.70
Delta Dental	01/31/2024	Feb 2024 Dental & Vision Insurance	10-14500-000 A/R - GENERAL R	82.18
Delta Dental	01/31/2024	Feb 2024 Dental & Vision Insurance	10-51900-175 PERSONNEL/DE	14.80
Delta Dental	02/01/2024	March 2024 Dental & Vision	10-22270-000 EMPLOYEE SHA	347.14
Delta Dental	02/01/2024	March 2024 Dental & Vision	10-14500-000 A/R - GENERAL R	82.18
Delta Dental	02/01/2024	March 2024 Dental & Vision	10-51900-175 PERSONNEL/DE	14.80
Delta Dental	03/01/2024	APRIL 2024 DENTAL & VISION	10-22270-000 EMPLOYEE SHA	341.42
Delta Dental	03/01/2024	APRIL 2024 DENTAL & VISION	10-14500-000 A/R - GENERAL R	82.18
Delta Dental	03/01/2024	APRIL 2024 DENTAL & VISION	10-51900-175 PERSONNEL/DE	14.80
Delta Dental	04/01/2024	May 2024 Dental & Vision	10-22270-000 EMPLOYEE SHA	341.42
Delta Dental	04/01/2024	May 2024 Dental & Vision	10-14500-000 A/R - GENERAL R	82.18
Delta Dental	04/01/2024	May 2024 Dental & Vision	10-51900-175 PERSONNEL/DE	14.80
Total CITY GENERAL FUND:				1,753.60
Delta Dental	01/31/2024	Feb 2024 Dental & Vision Insurance	20-22270-000 EMPLOYEE SHA	48.06
Delta Dental	02/01/2024	March 2024 Dental & Vision	20-22270-000 EMPLOYEE SHA	48.06
Delta Dental	03/01/2024	APRIL 2024 DENTAL & VISION	20-22270-000 EMPLOYEE SHA	48.06
Delta Dental	04/01/2024	May 2024 Dental & Vision	20-22270-000 EMPLOYEE SHA	48.06
Total LIBRARY FUND:				192.24
Grand Totals:				17,589.79

City of Richland Center

Payment Approval Report - Finance Committee
Report dates: 4/17/2024-5/7/2024

Page: 2
May 07, 2024 01:18PM

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount
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The bills presented on this day (excluding any Library Fund invoices) having been referred to the Finance and Budget Committee, and said committee having duly investigated and audited these bills, hereby make the following recommendation:

THAT THE CITY BILLS PRESENTED ON THIS DAY BE PAID, WITH THE FOLLOWING ADJUSTMENTS AND/OR EXCEPTIONS:

Dated:

Finance:

Filed in the office of the City Clerk/Treasurer

Report Criteria:
Invoices with totals above \$0.00 included.
Only paid invoices included.

CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

Item 4.

Agenda Item: Digital Billboard Advertising Package Renewal

Meeting Date: Finance & Council on 5/7/2024

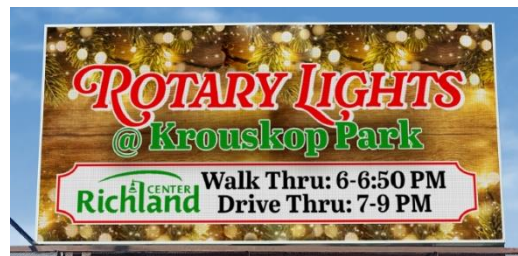
Requested by: Ashley Oliphant, City Administrator

Background: In 2023, the City executed a 15-year lease agreement with the Lamar Company to allow for the continued existence of a billboard on city owned property located on USH 14 (tax parcel 276-2812-1000). Additionally, the billboard was to be converted to digital on or around July 2023. Per the lease agreement, the Lamar Company's annual rent increased from \$300 per year to \$4,500 per year. In 2023, the City also executed a 52-week advertising contract for this digital billboard at a discounted rate of \$500/flight or \$6,500 for 52 weeks.



DIGITAL POSTBUY DETAIL										
PANEL #	MEDIA TYPE	PER PERIOD CONTRACT AMT	AMOUNT PER DAY	CONTRACT START	CONTRACT END	TOTAL DAYS CONTRD	TOTAL IMPRESSIONS ANTICIPATED	TOTAL IMPRESSIONS DELIVERED	BONUS IMPRESSIONS DELIVERED	TOTAL ADDED VALUE
629688	Digi Poster	\$500.00	\$23.72	08/07/2023	05/06/2024	274	1,039,832	1,095,608	55,776	\$348.65
629688	Digi Poster	\$0.00	\$0.00	08/02/2023	08/06/2023	5	18,975	10,329	0	\$0.00
Total:										\$348.65

Once digital billboard advertising became available, all departments have been provided with the opportunity to advertise in an "on demand" fashion. In addition to department level advertising, local non-profits have received the benefit of advertising. The Tourism Coordinator acts as a liaison between Lamar and the City to ensure attractive, relevant, and varied advertisements are displayed.



Recommendation/Request: To authorize the lease renewal for a 52-week advertising contract with the same terms as the current contract.

Financial Impact: \$6,500 (fully budgeted)

Funding Source: Community Development/Misc Expense (10-56100-390)

Requested Action:

FINANCE: Motion to recommend to the Common Council to authorize the execution of a 52-week lease renewal for a digital billboard advertising package with the Lamar Company at a cost not to exceed \$6,500.

COUNCIL: Motion to authorize the execution of a 52-week lease renewal for a digital billboard advertising package with the Lamar Company at a cost not to exceed \$6,500.