RESOLUTION 2020-38
Agenda Item

To: Mayor and City Council

From: Steve Rasmussen, City Manager

Date: October 5, 2020

Subject: Chamber, Main Street, City Collaborative Community Projects Resolution

Issue.

The City of Cameron City Council approved Resolution 2020-34 at the September 21st Council Meeting but amended it to delay Section 1, "Chamber, Main Street, City Collaborative Projects" pending further discussion. The Chamber, Main Street and City Staff met and arrived at agreements about the details of these collaborative projects. Those agreements are detailed in this Resolution.

Recommendation.

Staff recommends approval of this Resolution.

Resolution 2020-38

A RESOLUTION AUTHORIZING THE EXPENDITURE OF FUNDS FOR COLLABORATIVE COMMUNITY PROJECTS

WHEREAS, the City of Cameron desires that certain projects be pursued to further the Council's Goals as set forth in Resolution 2020-26; and

WHEREAS, the City of Cameron further desires that projects be pursued that contribute to the attractiveness, livability and desirability of the community; and

WHEREAS, the City of Cameron conducted a Collaborative Meeting to receive public input on such projects; and

WHEREAS, the City of Cameron included certain funds in Budget line 10-10-400-00 for such projects; and

WHEREAS, the City Council passed resolution 2020-31 establishing that all such projects be approved by the City Council; and

WHEREAS, the City Council conducted a work session to determine which of these projects should be immediately pursued; and

WHEREAS, the City Council passed resolution 2020-34 authorizing movement forward on community projects but amending the resolution by deleting Section 1 which was to be brought back for further discussion.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Cameron, Missouri, as follows:

Section 1. Upon further discussion between the Chamber of Commerce (Chamber) and the Cameron Main Street, Inc. (Main Street) details were agreed upon to further the Chamber Initiative Project and the Billboard Project for $15,000 of City matching funds as detailed below. Banners and flowerpots remain unchanged.

a. *Chamber Initiative Project*. The Chamber and Main Street agreed on the Chamber's attached description and application form. These projects will be available to Chamber members who will be receiving Chamber funds. Main Street will also make recommendations for businesses that could benefit from this program and who are in the Main Street footprint. This initiative requires $5,000 of City matching funds.

b. *Billboard Project*. The Chamber and Main Street also on the proposed billboard. The billboard will be erected as soon as possible, advertising current activities and facilities and will be changed as new activities and facilities become available. This project requires $2,500 of City matching funds.

c. The third and fourth items on the Chamber list, banners and flowerpots remain unchanged.

(i) *Banners*: The Chamber would like to partner with Main Street in beautifying the community and spreading a positive message through the use of City Light Pole Banners. Each banner will contain a City/Chamber logo with a message promoting the area. Estimated cost with hardware for 72" X 30" banners is $120 each. The plan is to purchase approximately 80 banners that will go through the entire town on Walnut Street and downtown streets, costing close to $10,000. The city will fund half of this project for $5,000 with the Chamber and Main Street covering the rest through budgets and sponsorship.

(ii) Flowerpots: The Chamber would also like to partner with Main Street to beautify our community with the use of flower planters through light pole baskets or sidewalk planters. Cost for new planters with flowers will be in excess of $300 each plus a negotiated management fee. The estimate for 20 planters plus a management fee is $7,500. The City would fund one-third of this project at a cost of $2,500 with the Chamber and Main Street making up the difference using budgets and sponsorship.

Section 2. The City Manager is authorized to negotiate further details for these two projects and bring back to the Council specific contracts.

Section 3. The Mayor is authorized to sign this Resolution approving it on behalf of the City of Cameron, Missouri.

Section 4. The City Clerk is directed to attest to the Mayor's signature.

PASSED AND APPROVED this 5th day of October 2020.

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Mayor Dennis M. Clark

ATTEST:

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City Clerk