



## Request for City Council Committee Action from the Department of Communications

**Date:** Oct. 14, 2014

**To:** The Honorable John Quincy, Chair Ways & Means Committee

**Subject:** **Accept donation of billboard display time from Clear Channel Outdoor**

**Recommendation:** That the City Council accepts donated billboard space from Clear Channel Outdoor for the purpose of communicating about pet licensing, graffiti removal and the November election.

**Previous Directives:**

### Department Information

Prepared by: Casper Hill, Communications Dept., 673-2342

Approved by: \_\_\_\_\_

Matthew Laible  
Interim Director of Communications

Presenters in Committee: Bridgette Bornstein, Deputy Communications Director

### Financial Impact

- No financial impact

### Supporting Information

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates several billboards within the Minneapolis city limits. These billboards include 14 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute.

From July 1 through Sept. 30, 2014, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to help inform the public about pet licensing, graffiti removal and the November election.