

**City of Minneapolis**  
**Request for Committee Action**

**To:** Ways & Means  
**Date:** 4/25/2016  
**Referral:** N/A  
**From:** Communications Department  
**Prepared by:** Casper Hill  
**Presented by:** Bridgette Bornstein  
**File type:** Resolution  
**Subcategory:** Donation/Gift Acceptance

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**Subject:**

Gift Acceptance of donated billboard display time from Clear Channel Outdoor

**Description:**

Passage of a Resolution accepting donated digital billboard space through a partnership with Clear Channel Outdoor, Inc., with ads running from Jan. 1 to March 31, 2016, encouraging residents to sign up for Snow Emergency alerts and to use Minneapolis 311.

**Previous Actions:**

Not applicable

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**Ward/Address:**

Not applicable

**Background/Analysis:**

From Jan. 1 to March 31, 2016, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to encourage residents to sign up for Snow Emergency alerts and to use Minneapolis 311.

**Financial Review:**

**No additional appropriation required, amount included in current budget.**