



CITY OF WAUKESHA

Administration

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Committee: Parks, Recreation & Forestry Board	Date: 10/19/2020
Common Council Item Number: 20-1286	Date: 11/5/2020
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Mona Bauer, CASM	City Administrator Approval: Kevin Lahner, City Administrator
Finance Department Review: Bridgett Souffrant, Finance Director BS	City Attorney's Office Review: Brian Running, City Attorney BR
Subject: To approve proposed contract between Clearwing, LLC and City of Waukesha for purchasing and installing Digital Signage.	

Details:
Digital Signage boards were approved as part of the Community Investment Program and are to be installed at Aviation and the Schuetze Recreation Center. The signage is being purchased from a vendor selected by a committee representing needs of the whole city. The committee hoped that by using one software/hardware vendor efficiencies would be created. In addition, the ability to utilize all city digital signs for emergency or promotional purposes (from a single point of contact) would help in effectively communicating with city residents. The contract has been reviewed by the City Attorney.

Options & Alternatives:
Other vendors and options were explored. The committee selected the software/hardware from Clearwing as serving the city best.

Financial Remarks:
Digital Signage is budgeted under account 5390.68290. The total in said account is currently \$77,407. The total cost for both projects is \$13,448.84, with \$6,351.74 being charged for Aviation and \$7,097.10 being charged to install signage at the Schuetze Recreation Center.

Executive Recommendation:
Park Board recommends for Council to approve these contracts.

Committee Recommendation:
It is staff's recommendation for the Park Board to recommend to Council to approve these contracts.

