



CITY OF WAUKESHA

Administration

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Committee: Finance	Date: 2/11/20
Common Council Item Number: 20-0136	Common Council Meeting Date: 2/18/2020
Submitted By: Joanna Adamicki, Special Events Coordinator – Ron Grall, PRF Director	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney’s Office Review: Brian Running, City Attorney BR
Subject: Review and act on the proposed budget adjustments, recognition of financial contributions received and the agreement for services with Daktronics to purchase and install an electronic message board sign at Cutler Park.	

Details:
 Waukesha Parks, Recreation & Forestry Dept. is contracting with Daktronics Electronics, through the City approved National IPA purchasing program, to manufacture and install a message board sign in Cutler Park. The Parks, Recreation & Forestry Board has approved the design and the location of the sign to be placed at the intersection of Wisconsin Ave. and Grand Ave. in Cutler Park. The Engineering and Community Development Departments have reviewed and approved the sign and location as well. The City Attorney has reviewed and approved the attached agreement. The project will be funding through financial contributions received from Meijer Foods and The Park Foundation of Waukesha (\$25,000 each).

Options & Alternatives:
 Staff recommendation is to enter into the agreement to purchase the electronic message board sign. The sign will assist with further promotion of City events in a professional manner, replacing the temporary banner signs currently being used. The sign will identify the park as Cutler Park and create a “gateway” identifying the City’s oldest park. Alternatives include not installing a message board sign and continuing use of current antiquated signage in the park. In addition, the current park sign is due for replacement.

Financial Remarks: A budget adjustment to account 5574.68290 (Other Capital Improvements) and 5574.48410 (Donations) is requested to recognize the receipt of \$25,000 from the Park Foundation of Waukesha in 2019 to be used for the electronic message board sign. The account balance will be \$50,328 which includes a previous donation from Meijer Foods. The indicated contributions will fund the project.

Executive Recommendation: Recommend approval of proposed budget adjustments, recognition of financial contributions received and contract for services with Daktronics to purchase and install an electronic message board sign at Cutler Park.



