

To: The Honorable Mayor and Council Members

From: Alberto Destrade, Purchasing Director 

Date: March 8, 2016

RE: **A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE INTERIM CITY MANAGER AND INTERIM CITY ATTORNEY TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH LOOK ADVERTISING LLC, TO FURNISH AND INSTALL WASTE DISPOSAL BINS WITH ADVERTISING BOARDS, WITHIN DESIGNATED RIGHT-OF-WAY LOCATIONS, PURSUANT TO SECTION 337.408(2), FLORIDA STATUTES (2015), AS AMENDED FROM TIME TO TIME, AND SECTION 5-1502K OF THE LAND DEVELOPMENT REGULATIONS; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.**

RECOMMENDATION

Staff is requesting that the Mayor and City Council authorize the Interim City Manager and Interim City Attorney to negotiate and execute an agreement with Look Advertising LLC, to furnish and install waste disposal bins with advertising boards, within designated right-of-way locations, in accordance with Section 337.408(2), Florida Statutes, as amended from time to time, and Section 5-1502K of the City's Land Development Regulations.

BACKGROUND

Our office received a proposal from Look Advertisement LLC, requesting approval to install waste disposal bins with advertising boards at various locations throughout the City. Pursuant to Section 337.408(2), Florida Statutes and Florida Administrative Code Chapter 14-20, local governments are granted the authority to consider and authorize the installation of these type of advertising bins within rights-of-way located within their boundaries.

In response to Look Advertisement's proposal, staff is currently evaluating twenty (20) potential locations for the installation of the proposed bin boards, subject to final review and approval by City Council. The company has also agreed to install a bin to be used by the City, at no charge to the City, for public service announcements and/or advertisements at a location to be designated and approved by the City.

TERMS AND CONDITIONS

The proposed terms and conditions of this contract include, but are not limited to, the following:

1. The company would pay the City an initial fee of \$1,000 per bin for the first year of the contract, with an annual increase of 5% for each additional year.
2. The initial term would be for five (5) years, with an option to renew for an additional five (5) years.

3. The company would be solely responsible to furnish all labor, materials and equipment necessary to install and maintain the proposed advertising bins for the duration of the contract.
4. The company would be responsible for complying with all applicable building codes, as well as all applicable Federal, State, County and City regulations and securing the necessary permits and approvals prior to installation of its advertising bins.
5. The company may request the City's approval to install additional advertising bin boards upon completion of the first year of the contract.
6. The City reserves the right to request the relocation of any bins, as it deems necessary for the public's safety and convenience. The cost of relocation shall be at the sole expense of the company.

The company has previously entered into agreement and installed these advertising bins within other municipalities, including most recently at the City of North Miami Beach.

ATTACHMENTS

Resolution

Look Advertising LLC – Proposal

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE INTERIM CITY MANAGER AND INTERIM CITY ATTORNEY TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH LOOK ADVERTISING LLC, TO FURNISH AND INSTALL WASTE DISPOSAL BINS WITH ADVERTISING BOARDS, WITHIN DESIGNATED RIGHT-OF-WAY LOCATIONS INDICATED IN THE LIST ATTACHED HERETO, PURSUANT TO SECTION 337.408(2), FLORIDA STATUTES (2015), AS AMENDED FROM TIME TO TIME, AND SECTION 5-1502K OF THE LAND DEVELOPMENT REGULATIONS; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

WHEREAS, City administration desires to negotiate and execute an agreement with Look Advertising LLC (“Contractor”), to furnish and install waste disposal bins with advertising boards (“Ad Bins”), within designated right-of way locations throughout the City of North Miami (“City”), pursuant to Section 337.408(2), Florida Statutes (2015); and

WHEREAS, City administration respectfully requests the authorization to enter into an agreement with Contractor including, but not limited to, the following terms and conditions:

1. The agreement will commence with an initial installation of twenty (20) Ad Bins during the first year of the agreement;
2. Contractor shall pay the City an initial fee of One Thousand Dollars (\$1,000.00) for each Ad Bin installed, during the first year of the agreement. This fee will increase by five percent (5%) per year for each Ad Bin for each year of the term of the agreement;
3. The initial term of the agreement shall be a period of five (5) years, with an option to renew for an additional five (5) year-term, by written the consent of the parties;
4. Contractor will be required to secure written approval from the Interim City Manager prior to any installation of Ad Bins;

5. Contractor will be responsible for securing all permits and approvals, insurance, labor and materials needed to install and maintain the Ad Bins for the duration of the agreement; and

6. The Interim City Manager, in his sole discretion, reserves the right to request the relocation of any Ad Bins, as deemed necessary for the preservation of the public health, safety and convenience, with all associated relocation costs to be incurred and paid by Contractor.

WHEREAS, the Mayor and City Council find the authorization of an agreement between the City and Contractor for the provision of Ad Bins, at the locations included in the list attached hereto, serves the best interest of the City.

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. **Authority of Interim City Manager and Interim City Attorney.** The Mayor and City Council of the City of North Miami, Florida, hereby authorize the Interim City Manager and Interim City Attorney to negotiate and execute an agreement with Look Advertising LLC, to furnish and install waste disposal bins with advertising boards, within designated Right-of-Way locations indicated in the list attached hereto, pursuant to Section 337.408(2), Florida Statutes (2015), as amended from time to time, and Section 5-1502K of the Land Development Regulations.

Section 2. **Effective Date.** This Resolution shall be effective upon adoption.

PASSED AND ADOPTED by a _____ vote of the Mayor and City Council of the City of North Miami, Florida, this ____ day of _____, 2016.

DR. SMITH JOSEPH
MAYOR

ATTEST:

MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

ROLAND C. GALDOS, ESQ.
INTERIM CITY ATTORNEY

SPONSORED BY: CITY ADMINISTRATION

Moved by: _____

Seconded by: _____

Vote:

Mayor Smith Joseph, D.O., Pharm. D.
Vice Mayor Alix Desulme
Councilman Scott Galvin
Councilwoman Carol Keys, Esq.
Councilman Philippe Bien-Aime

_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)



RECYCLING PROJECT

City of North Miami



Look!
OUTDOOR MEDIA

INTRODUCTION

Look Advertising, LLC, is a U.S. subsidiary of its international company with more than 20 years of experience in design, construction, installation and maintenance of billboards, bridge banners, building wrap, highway signs, bus banners and bin boards.

The legislation permits cities to directly contract the fabrication and installation of local street furniture like this one.

Look advertising, LLC would like to present tho the City with the following proposal:

The main objective of this project is to *reserve an expense into a profit* replacing old or adding new trash bins through this new system, without generating any cost to citizen on a *quality and architecturally friendly designed devise*.

This goal will benefit the City by:

1. Avoiding the expensive annual costs of replacing and maintain the existing garbage bins.
2. Giving the City a new constant source of income, provided by the advertisements on these bin boards.
- 3 Giving the local authorities ways to directly connect with the community with specific devises, strategically located throughout the city.
4. *The possibility of establishing a recycling program clearly identifiable and differentiated.*

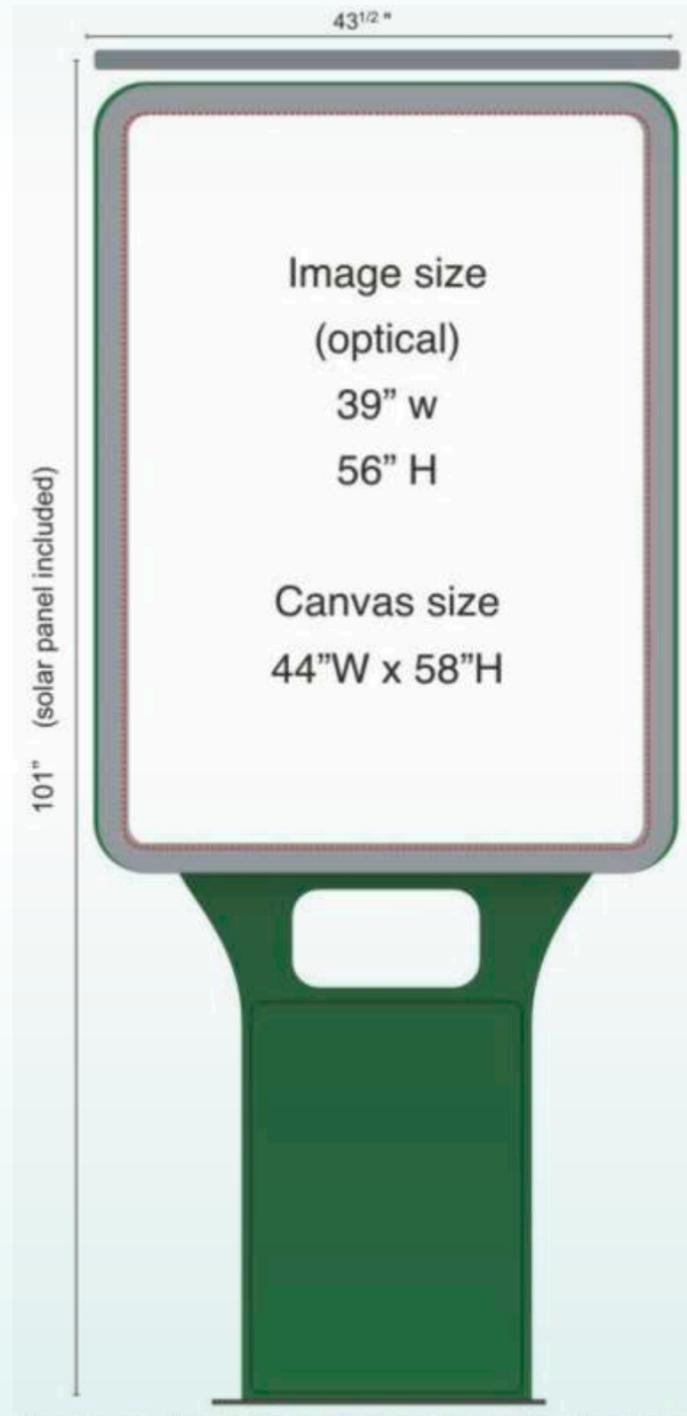
Ultimately, Look Advertising's Bin Boards will be able to provide the city with a new source of income and a unique and effective way to reach their local communities in addition to eliminating cost for trash bin maintenance.

A new *constant source of income to the City*, provided by the advertising on these trash bin board.

The amount of money that the City will receive for each trash bin board annually is as follows;

- a) One Thousand Dollars (\$1,000.00) per bin board on the first year of contract.
- b) One Thousand Dollars (\$1,000.00) plus Five Percent (5%) of interest per each bin board every year for the remaining time of contract.

BIN BOARDS



DISTRICT 1

POSSIBLE LOCATIONS



13601 W DIXIE HWY



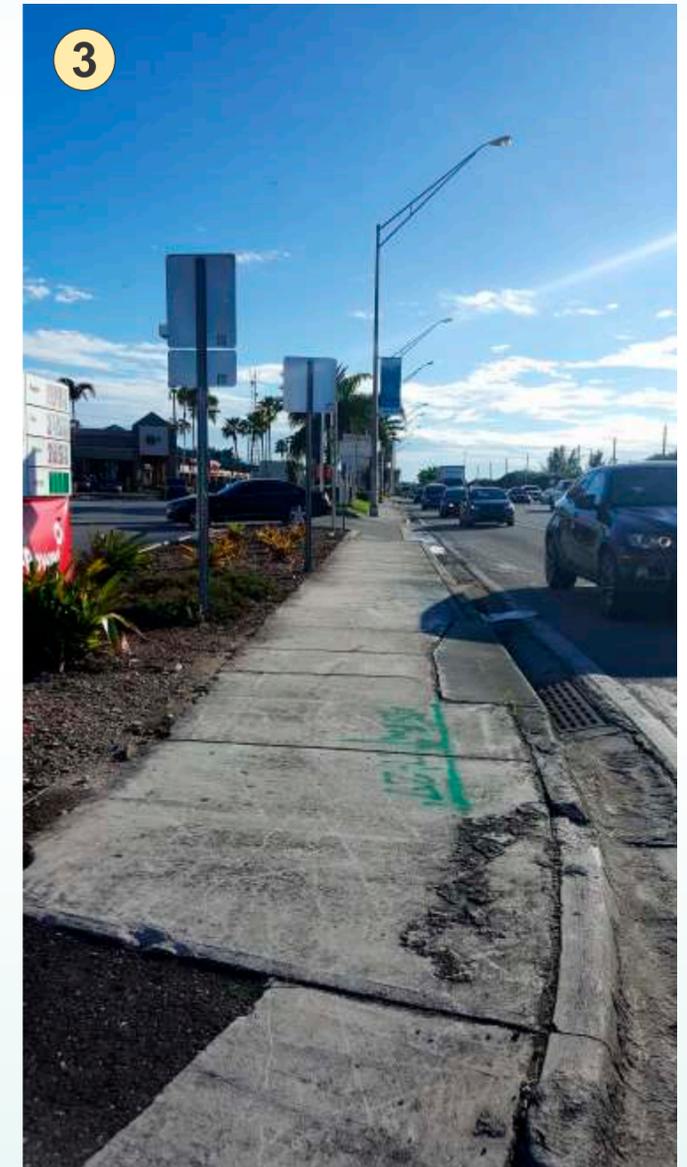
13903 W DIXIE HWY



15555 BISCAYNE BLVD.



W DIXIE HWY. & 143 STREET



BISCAYNE BLVD. & 163 ST

DISTRICT 2

POSSIBLE LOCATIONS



12295 NE 123 ST.



12804 W DIXIE HWY



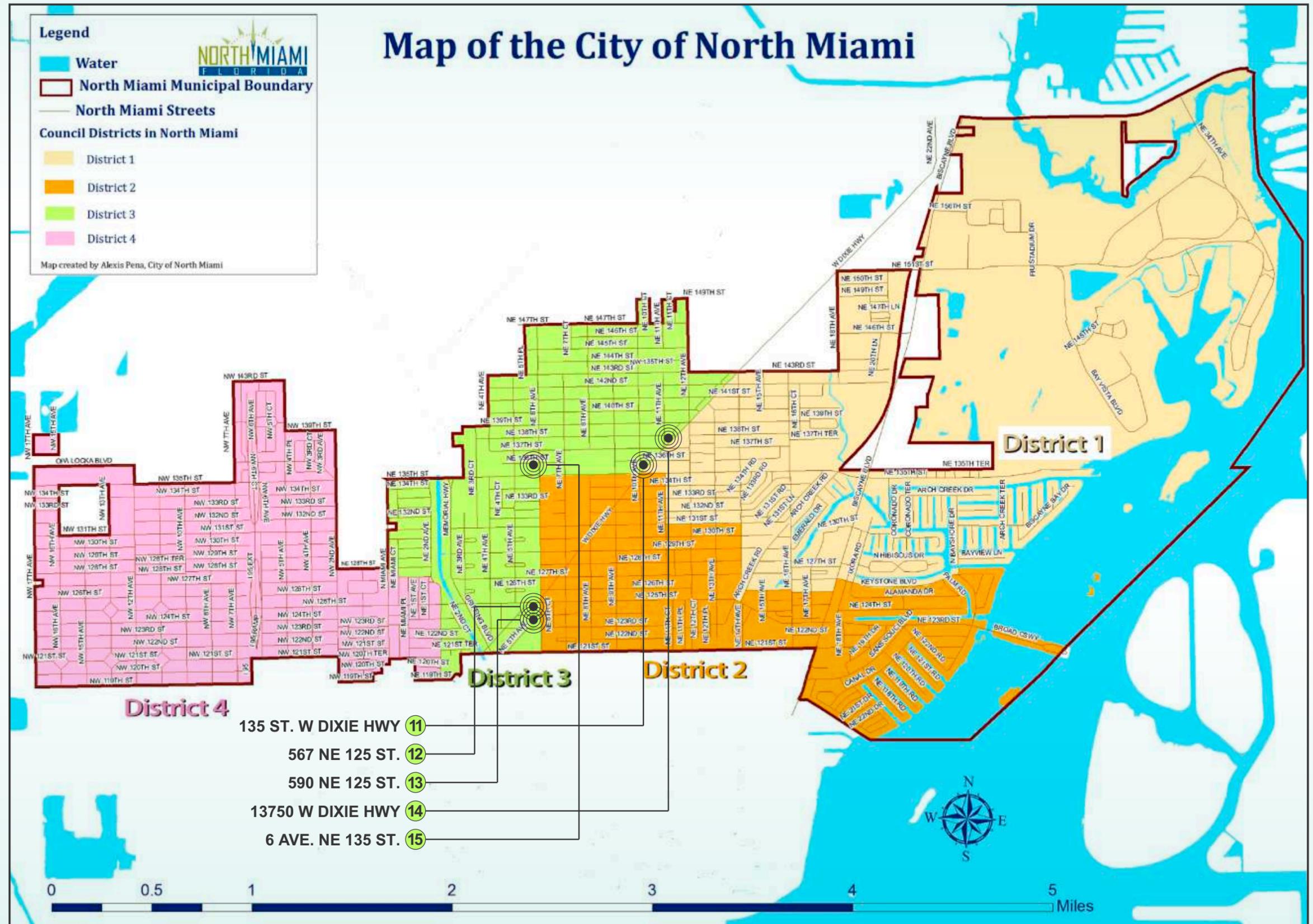
W DIXIE HWY NE 126 ST.



12747 W DIXIE HWY



NE 6 AVE. 129 ST.



DISTRICT 3

POSSIBLE LOCATIONS



135 ST. W DIXIE HWY



567 NE 125 ST.



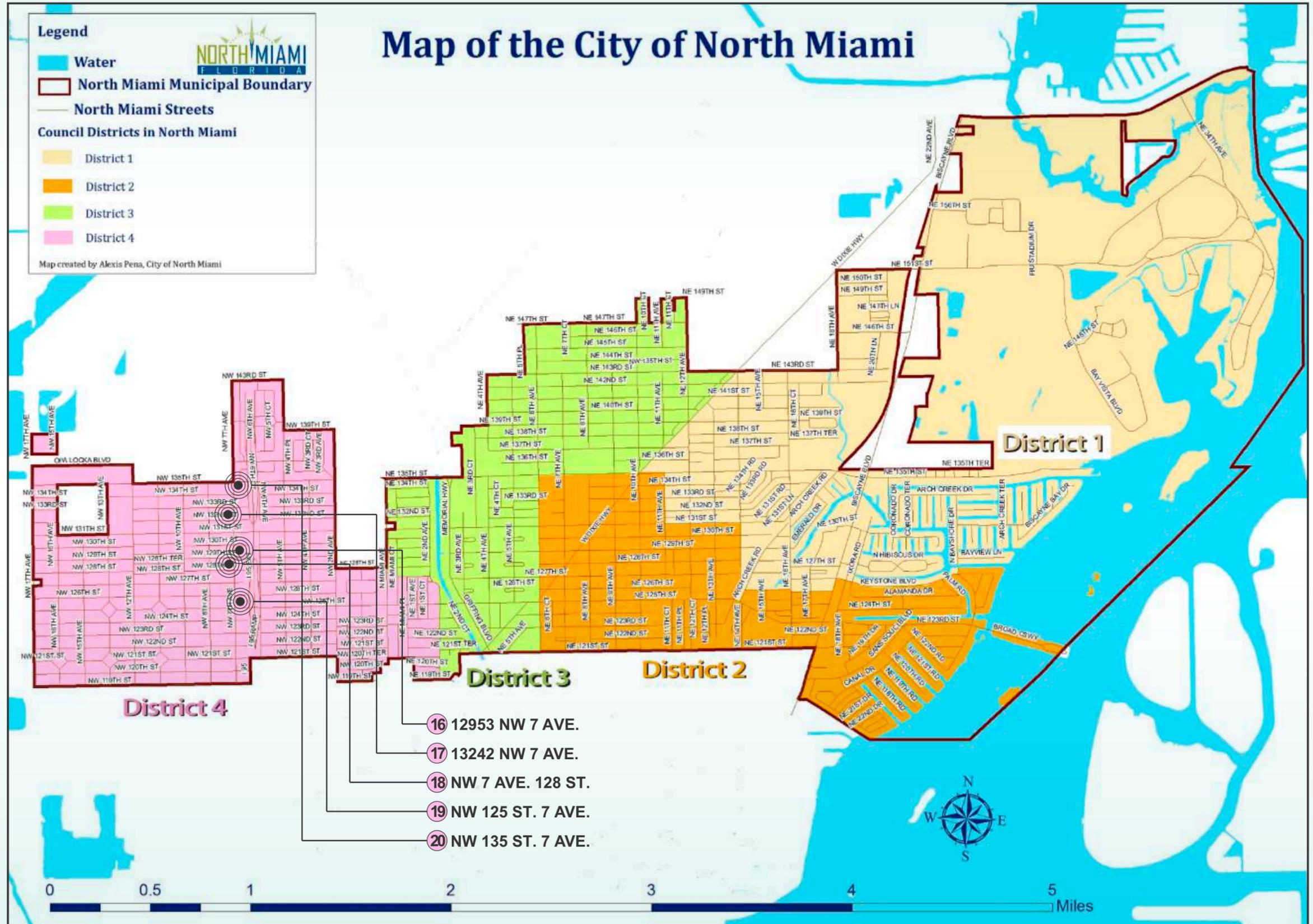
590 NE 125 ST.



13750 W DIXIE HWY



6 AVE. NE 135 ST.



DISTRICT 4

POSSIBLE LOCATIONS



12953 NW 7 AVE.



13242 NW 7 AVE.



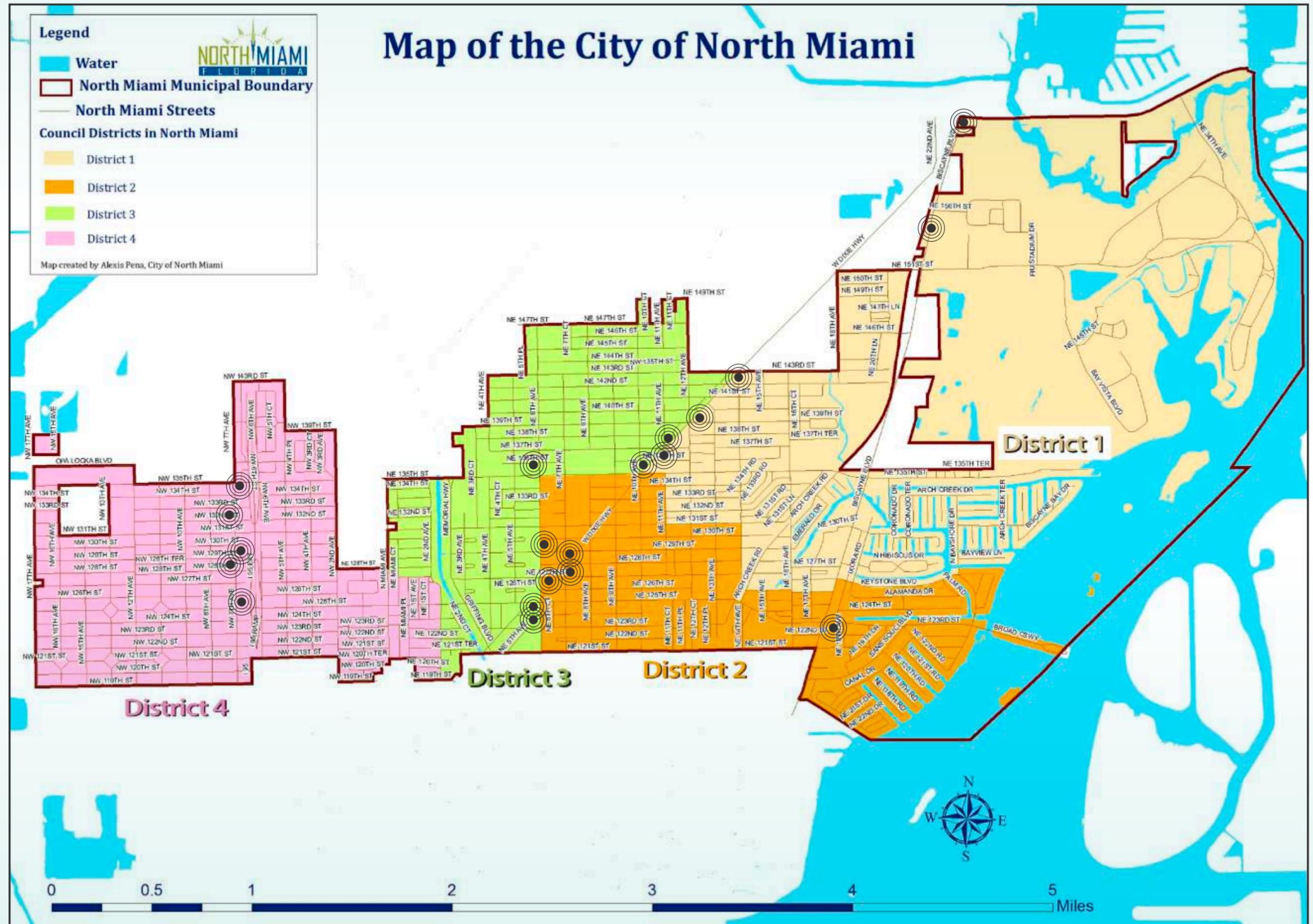
NW 7 AVE. 128 ST.



NW 125 ST. 7 AVE.



NW 135 ST. 7 AVE.



POSSIBLE LOCATIONS

DISTRICT 1

- ① 13601 W DIXIE HWY
- ② 13903 W DIXIE HWY
- ③ BISCAYNE BLVD. & 163 ST
- ④ 15555 BISCAYNE BLVD.
- ⑤ W DIXIE HWY. & 143 STREET

DISTRICT 3

- ⑥ 12295 NE 123 ST.
- ⑦ 12804 W DIXIE HWY
- ⑧ W DIXIE HWY NE 126 ST.
- ⑨ 12747 W DIXIE HWY
- ⑩ NE 6 AVE. 129 ST.

DISTRICT 2

- ⑪ 135 ST. W DIXIE HWY
- ⑫ 567 NE 125 ST.
- ⑬ 590 NE 125 ST.
- ⑭ 13750 W DIXIE HWY
- ⑮ 6 AVE. NE 135 ST.

DISTRICT 4

- ⑯ 12953 NW 7 AVE.
- ⑰ 13242 NW 7 AVE.
- ⑱ NW 7 AVE. 128 ST.
- ⑲ NW 125 ST. 7 AVE.
- ⑳ NW 135 ST. 7 AVE.