TO: Mayor Shaun Sipma  
Members of the City Council  
FROM: Lance Meyer, P.E., City Engineer  
DATE: April 19, 2021  
SUBJECT: MINOT ONE BRAND SIGN STRUCTURE AT MAIN AND CENTRAL – INFORMATIONAL ITEM

I. RECOMMENDED ACTION
N/A

II. DEPARTMENT CONTACT PERSONS
Lance Meyer, City Engineer 701-857-4100  
Emily Huettl, Assistant City Engineer 701-857-4100

III. DESCRIPTION
A. Background
The Minot One Brand project is intending to install a monument sign at the northeast corner of Main Street and Central Avenue. A graphic of the proposed sign is attached for reference.

B. Proposed Project
The One Brand project manager has coordinated the location with staff and the Downtown Business & Professional Association.

C. Consultant Selection
Odney Advertising was hired by the City to perform the work for the One Brand project.

IV. IMPACT:
A. Strategic Impact:
N/A

B. Service/Delivery Impact:
N/A

C. Fiscal Impact:
The costs for the sign are included in the One Brand budget.

V. ALTERNATIVES
Council could choose not to have the sign installed at this location and choose another location.

Council could choose not to install the sign at any location.

VI. TIME CONSTRAINTS
The sign will be installed sometime this spring unless Council chooses not to have the sign installed.

VII. LIST OF ATTACHMENTS
   A. Sign Mockup