

Mayor Pro Tem Heckel called the Study Session of the Loveland City Council to order at 6:30 p.m. on the above date. Councilors present: Heckel, Solt, Rice, Johnson, Klassen, McEwen, McKean and Shaffer. Mayor Gutierrez was absent. City Manager, Bill Cahill was also present.

1. DEVELOPMENT SERVICES

NextMedia Billboard Reduction/Enhancement

Current Planning Manager, Bob Paulsen introduced this item to Council for a proposal that has been submitted by NextMedia Outdoor, Inc. to reduce the number of billboards within the City's Growth Management Area (GMA) in exchange for the ability to relocate and upgrade their remaining billboards. At the present time, NextMedia owns 19 billboards within the GMA; approximately one-half of these are within the City limits. The proposal would reduce the number of billboards to eight and allow four of the remaining billboards to have electronic display panels. Implementation of this proposal would require an agreement between the City and NextMedia along with associated amendments to the City's sign code. Carolynne White and Troy Hammond of NextMedia addressed concerns about the size, number and location of the signs. Chamber of Commerce President, Brian Willms came forward to give support to NextMedia's presentation. Brian submitted a letter to Council expressing the Chamber's willingness to oversee necessary public outreach or public hearings on this issue. Discussion ensued. Council gave direction to staff not to proceed with the proposal at this time. If, in the future, NextMedia can return with more tangible information by working with the Chamber or others, an opportunity to meet again with City staff and Council may be considered.

2. FINANCE

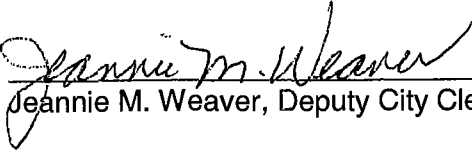
General Fund Financial Sustainability Challenge 2012-2020 and Principles to Guide Decision Making

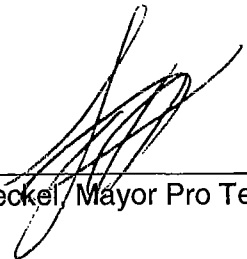
City Manager, Bill Cahill introduced this item to Council to develop a clear understanding of the challenge the City of Loveland faces and to create a series of principles to use as a "yardstick" for evaluating ideas that are generated for addressing the challenge. The City's projected General Fund revenues and expenditures over the next 5-10 years will not allow for the city to continue providing services and programs at the current levels. Therefore the challenge is to close the \$3.0-\$3.5 million gap between the projected revenues available and the cost to provide service. Budget Manager, John Hartman presented an overview of the City's financial structure, reasons for the problem and the process that is proposed to meet the challenge, which includes a public engagement strategy. Finance Director, Renee Wheeler led Council in an activity to obtain some descriptive words to be used in drafting the "value" statements. Mr. Cahill thanked Council for their participation and told them they would still have two more opportunities for review of the statements and to define the service priorities.

Mr. Cahill confirmed that the City Council Advance is scheduled from 8 a.m. to 5 p.m. on February 5, 2011.

The study session was adjourned at 9:27 p.m.

Respectfully Submitted,


Jeannie M. Weaver, Deputy City Clerk


Larry Heckel, Mayor Pro Tem

