

## Common Council Report

**Agenda Item:** Discussion and Possible Action Regarding Resolution #2022-3  
Establishing Fee for Outdoor Display of Merchandise and Review of  
Draft License Application

**Meeting Date:** January 18, 2022

**Presenter:** Jenny Salvo, City Clerk

**Department:** City Hall

**Conformance with Strategic Plan:**

- Affordability & Financial Stability
- Safe, Inclusive, Welcoming Community
- Diverse Opportunities for Fun and Life-Long Learning
- High Performing Organization with Professional Staff
- Environment for Business Success with Thoughtful Growth and Development

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### Summary

On October 5, 2021 Council adopted Ordinance #2021-487 creating Section 14-2 of the Code of Ordinances regulating outdoor displays of merchandise located in the B-3 district. Ordinance #2021-487 requires the common council establish the license fee by approving a resolution.

### Analysis and Key Issues

Ordinance #2021-487 which went into effect January 1, 2022 allows business owners in the Central Business District (B-3) to display merchandise outdoors on the public sidewalk after a completed application and review by the City Clerk.

Staff has prepared the attached draft license application and recommends the annual license fee is set to \$10. The license will have a term of one year or from the issuance date to June 30<sup>th</sup>. All fees that are received will be allocated for beautification projects in the Central Business District (B-3).

### Fiscal Impact

If the resolution is approved, the fee will result in a nominal annual revenue source.

### Recommended Motion

Staff recommends approval of Resolution #2022-3 Establishing Fee for Outdoor Display of Merchandise License.

### Attachments

- Ordinance #2022-3 Establishing Fee for Outdoor Display of Merchandise
- Outdoor Display of Merchandise License Application
- Ordinance #2021-487 Ordinance Regulating Outdoor Display of Merchandise