

**Town of Bon Accord**  
**AGENDA**  
**Committee of the Whole Meeting**  
**September 21, 2023 5:00 p.m. in Council Chambers**  
Live streamed on Bon Accord YouTube Channel

- 1. CALL TO ORDER AND LAND ACKNOWLEDGEMENT**
- 2. ADOPTION OF AGENDA**
- 3. UNFINISHED BUSINESS**
- 4. NEW BUSINESS**
  - 4.1. CiB Digital Sign (enclosure)
- 5. BYLAWS/POLICIES/AGREEMENTS**
- 6. CLOSED SESSION**
  - 6.1. Proposed Snow Removal Policy – *FOIP Act – Section 27 Privileged information*
  - 6.2. Proposed Road Maintenance Policy – *FOIP Act – Section 27 Privileged information*
  - 6.3. Development Update – *FOIP Act – Section 16 Disclosure harmful to business interests of a third party and Section 27 Privileged information*
- 7. ADJOURNMENT**

**TOWN OF BON ACCORD  
REPORT TO COUNCIL**

<b>Meeting:</b>	Committee of the Whole Meeting
<b>Meeting Date:</b>	September 21, 2023
<b>Presented by:</b>	Jessica Caines, Legislative Services and Communications Coordinator
<b>Title:</b>	<b>Communities in Bloom Digital Sign Update</b>
<b>Agenda Item No.</b>	4.1

**BACKGROUND/PROPOSAL**

At the November 19, 2019 Regular Council Meeting, administration presented an RFD to Council with costs of repairing the CiB sign – at the time, it was \$1729.07 for the repair. Council did not approve the repair at that time.

Recently, administration was contacted by a digital sign company, VueTronic, that offered to come out and diagnose our sign free of charge. The town’s Infrastructure Manager also attended the on-site sign diagnosis.

**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES**

VueTronic provided the town with their assessment and quote (attached). This quote outlines the proposed work they recommend.

The following options are available for Council’s consideration:

**Option 1:**

Replace the digital sign. Vuetronic has provided a quote for replacement. The new digital sign they are recommending is not a one-line-scrolling sign that was previously in place, as this does not display information quickly enough for drivers entering town. Instead, they offer a digital sign that is larger and has the room for several lines for adequate advertising.

**Option 2:**

Remove the digital portion of the sign leaving the remainder of the sign. By removing the digital portion of the sign, the sign will still provide a beautiful entrance sign along highway 28 and remain a focal point for the CiB flowerbeds.

**Change of Location Options**

With consideration to the location of the CiB digital sign and its close proximity to our existing Commercial Electronic Sign, administration is proposing one the following:

### **Option 3**

1. Option 2, to remove the digital portion of the sign, **and**
2. Add a digital sign to the clock tower to replace our “manual” letter sign by the Community Hall.

OR

### **Option 4**

1. Leave the existing CiB digital sign as is, **and**
2. Add a digital sign to the clock tower to replace our “manual” letter sign by the Community Hall.

The clock tower is an ideal central location at a four-way stop and already provides electrical conduits for digital sign installation.

The clock tower digital sign would then replace the existing “manual” letter sign situated next to the Community Hall. Using a digital sign instead of a letter sign will reduce the time that is required for changes to the letter sign advertisements. Further, the digital sign will be visible to more traffic (vehicles stopped at two stop signs) as opposed to moving traffic along 50<sup>th</sup> Avenue.

### **Buy or Lease Options**

If Council wishes to proceed with a new digital sign, there is also an option to lease the sign, then pay for it in full after a 1-year waiting period. The full balance of the payments that would have been made during the lease must be paid for at the time of the decision to purchase outright (this means if we decide to lease, we will not save any money if we later decide to purchase outright).

These options will be brought forward at the next regular Council meeting for consideration to add to the 2024 annual budget deliberations.

### **STRATEGIC ALIGNMENT**

#### *Priority #2: Community*

- The residents of Bon Accord live in a safe, connected, and attractive community.

### **COSTS/SOURCES OF FUNDING**

Costs to repair the sign are unbudgeted for 2023. Consideration to add to the 2024 budget deliberations will be brought forward to the next regular Council meeting.

*Thank you for the opportunity to assess the Bon Accord digital sign.*



Here is what we discovered:

- The digital sign has not been working for years
- We believe the sign is about 10 years old and has reached the end of life
- Even if the sign is fixable, it is one single color – Red and many bulbs appear to be burned out
- If working, it is a scrolling reader board and difficult for drive by traffic to read
- The top of the existing structure is sagging
- Power to the sign appears to be in good working order



Our recommendation is to cut your losses and replace the board with a modern, full color, full graphic, VueTronic digital screen. This will give you the ability to display beautiful pictures and important messaging such as weather warnings, fire-bans, local art, and “Welcome To Bon Accord” turning the sign into an eye-catching visual experience. The following quote has been designed to retrofit your existing structure with a larger screen that can easily be updated in your office with the click of a button. There are two possible software solutions we can utilize to update the content on the sign.

Option 1) **Brightsign** [www.brightsign.biz](http://www.brightsign.biz) if you want to update the sign from any computer. A network wifi bridge would also be used to get internet to the clock tower, Brightsign charges \$15/month for cloud management. Here is a link to the bridge we would use. A Cat5 cable could also be used, via directional drilling to the sign. An electrician would have to quote you on the cost.

[https://www.amazon.ca/Ubiquiti-Networks-Nanolocom5-Airmax-LOCOM5/dp/B00HXT8FPS/ref=asc\\_df\\_B00HXT8FPS/?tag=googleshopc0c-20&linkCode=df0&hvadid=292901645034&hvpos=&hvnetw=g&hvrand=4083179775337275387&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=9001414&hvtargid=pla-350220301358&psc=1](https://www.amazon.ca/Ubiquiti-Networks-Nanolocom5-Airmax-LOCOM5/dp/B00HXT8FPS/ref=asc_df_B00HXT8FPS/?tag=googleshopc0c-20&linkCode=df0&hvadid=292901645034&hvpos=&hvnetw=g&hvrand=4083179775337275387&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=9001414&hvtargid=pla-350220301358&psc=1)

Option 2) **Taurus**. It is free and very easy to use by just dragging and dropping ads from your camera roll onto the play list through an app on an iPhone. You will need to be in front of or close to the sign to upload and manage the content.

You will need to create the ads in the aspect ratio of the sign in jpgs. We will train you how to upload content and manage the sign, and if somebody leaves, we will train the next person.

If you need help creating content, VueTronic can help with that, too.

Your sign will come with a free, pre-loaded Welcome To Bon Accord graphic.

Time and temperature can be added with an RRS feed, no additional charge.

Free Product Consultation | Free Technical Support

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We include – one-year labor warranty and 10 years warranty on parts as well as a manufacturer warranty on the computer hardware. We keep spare parts for your sign in our warehouse for speedy maintenance. With VueTronic, you receive free phone and technical support for the lifetime of the sign.



It was brought to our attention that you are interested in putting the LED display on the brick under the clock on the tower. There are two sizes you can choose from:

## Pricing

	Quantity	Screen Size	Pixel Matrix	Total pixels	Single Sided	5-year lease
<b>10mm LED</b>	31 sq./ft.	3.94'H x 7.87'W	120 x 240	28,800	\$13,764	\$280/mo
<b>8 mm LED</b>	20 sq./ft.	3.14'H x 6.29'W	120 x 240	28,800	\$10,500	\$215/mo
<b>Power, Data to the sign NOT INCLUDED - quoted upon on site inspection.</b>						
<p><b>Quoted as a single sided (one)</b></p> <p>-Includes: Control computer, Bright sign software, set up and training, -1 year parts and labour. 10 Year parts. Lifetime phone and technical support.</p> <p><b>3 weeks delivery from deposit</b></p>						

## Specifications SkyVue 8mm – front service

<b>Physical Size (Ft)</b>	3.14'H x 6.29'W	<b>Pixel Matrix</b>	120 x 240
<b>Surface Area (ft<sup>2</sup>)</b>	20 sq/ft	<b>Pixel Resolution</b>	15.625
<b>Weight (KG)</b>	45kg per sq/m	<b>Min, Viewing Dist.</b>	8M
<b>Power Consumption</b>	Max/775 – Ave290 (W/M2)	<b>Diode</b>	SMD RGB
<b>Operating Temp (°C)</b>	-40°C – 40°C	<b>Viewing Angle</b>	140°(H) / 70D°(V)
<b>Weather Proofing</b>	IP65 Front IP54 Back	<b>Refresh Rate</b>	1920 Hz
<b>Data Connection</b>	CAT 5E / Wifi / Cellular	<b>Brightness Control</b>	Ambient Matching/Auto Dimming

## Specifications SkyVue 10mm - front service

<b>Physical Size (Ft)</b>	<b>3.94'W x 7.87'H</b>	<b>Pixel Matrix</b>	120 x 240
<b>Surface Area (ft<sup>2</sup>)</b>	31 sq./ft.	<b>Pixel Resolution</b>	10,000 per sq./m.
<b>Weight (KG)</b>	45kg per sq./m	<b>Min, Viewing Dist.</b>	10M
<b>Power Consumption</b>	Max/700 – Ave390 (W/M2)	<b>Diode</b>	SMD RGB.
<b>Operating Temp (°C)</b>	-40°C – 40°C	<b>Viewing Angle</b>	160°(H) / 140°(V)
<b>Weather Proofing</b>	IP65 Front IP54 Back	<b>Refresh Rate</b>	1920 Hz
<b>Data Connection</b>	CAT 5E / Wifi / Cellular	<b>Brightness Control</b>	Manual / Automatic

We have shown you the cost associated with delivering your new LED sign to site ready to install. We wanted to give you a rough estimate of additional costs that may be necessary to complete your sign project.

- Installation
- Prepare mounting points
- Installation
- Data and networking to the sign – New wifi bridge, wifi antenna or a cell data plan. We would have our IT team assess and give us the best recommendation.

This could be an additional \$3,000-\$5,000 as a rough estimate.

We really appreciate you reaching out with this opportunity and look forward to helping you with this exciting project.





**Monica Shepansky**

Sales & Business Development

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**Free Product Consultation | Free Technical Support**

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