

Memorandum of Understanding between the following:

Partners: City of Grand Rapids
Independent School District# 318
Reif Arts Council

Period Covered: January 1, 2025 – December 31, 2025, automatically renewed annually unless terminated by any partner as addressed below.

This Memorandum of Understanding (MOU) contains basic provisions, which will guide the working relationship between all parties. Upon expiration of this agreement partners will have priority of renewal. In a change of ownership in the land, the sign will become property of the City of Grand Rapids and basic provisions and partnerships will remain the same.

BASIC PROVISIONS

- The City of Grand Rapids formed a partnership agreement with UPM Blandin Paper Company to provide land for an electronic billboard sign on the property on the west side of Pokegama Avenue, just south of 2nd Street.
- The electronic billboard sign is the property of the City of Grand Rapids.
- Each partner is allowed a 1/ 3 share of time on the electronic billboard sign.
- All partners agree to use their 1/ 3 portion of the electronic billboard sign time solely to convey their own messages, without providing access for others to provide their messages. The partners intend that the messages conveyed during a partner' s 1/ 3 portion of the sign time will only be messages that observers will identify with that partner.
- The City of Grand Rapids will oversee physical management and upkeep of the overall sign. The expense of all repairs shall be equally shared by the three partners.
- All partners agree to follow the Grand Rapids Community Readerboard Posting Policy, set forth by the planning committee, for messaging.

By signing this MOU, all partners, Reif Arts Council, City of Grand Rapids, and Independent School District# 318 agree to the provisions, policies and procedures listed above. Please note that through committee development any changes agreed upon by all parties may be implemented. This agreement will be reviewed annually unless terminate as addressed below.

THIS CONTRACT MAY BE TERMINATED BY ANY PARTY AS PROVIDED BELOW:

1. By any Party providing written notice to the other contracting Parties, with a minimum of a 30-day notice.
2. Unsatisfactory performance by either of the parties.

Reif Arts Council

Date

City of Grand Rapids

Date

ISD #318

Date

Grand Rapids Community Readerboard Posting Policy

The Community Readerboard, located on the west side of Pokegama Avenue, just south of 2nd Street, is owned in partnership by the City of Grand Rapids, Independent School District# 318, and the Reif Center, hereafter referred to as the Readerboard Partnership. The Readerboard is managed by the City of Grand Rapids with each partner organization responsible for its own messaging.

All three partners will have an equal (1/ 3) share of the Readerboard time. All partners agree to use their 1/ 3 portion of the electronic billboard sign time solely to convey their own messages, without providing access for others to provide their messages. The partners intend that the messages conveyed during a partner' s 1/ 3 portion of the sign time will only be messages that observers will identify with that partner.

The purpose of this policy is to set forth a guide to be followed by the partner organizations. Postings will be done in accordance with State law and in no case be an obligation of the Readerboard Partnership or the property owner where the sign is located, nor will any member of the Readerboard Partnership or the property owner be compromised because of any posting made. This policy shall be used to maximize the benefits to the citizens of the Grand Rapids area.