

Dr. Henny Gröschel-Becker  
Chair, Crandon Boulevard Master Plan  
Implementation Committee  
Village of Key Biscayne  
88 West McIntyre Street  
Key Biscayne, FL 33149

Ms. Jacqueline Menendez  
Village Manager  
Village of Key Biscayne  
88 West McIntyre Street  
Key Biscayne, FL 33149

May 2, 2006

Dear Jackie,

The members of the Crandon Boulevard Master Plan Implementation Committee (CBMPIC) have spent several meetings considering design options for the new Village message board located in the median of Crandon Boulevard entry block. The two financially feasible options that meet the needs of the Village Clerk are an electronic message board or an updated version of the old sign with manually placed letters.

The four members of the CBMPIC were split 2-2 in a vote on the recommendation for a final design incorporating an electronic message board at our meeting this morning. (Our 5<sup>th</sup> member, Bill Cole, resigned effective May 1, 2006).

Since we are all interested in completing the entry block work, we hereby inform you and the Council of this impasse, and ask that you consider the message board issue at the May 9, 2006 Council meeting. Ramon Castella and Paul Abbott will be presenting an update of the Crandon Boulevard project and can provide background on this issue.

A request has been made to the Village Clerk to place this item on the May 9 agenda. Supporting documentation has been given to the Clerk to include in the Councilmember agenda books.

On behalf of Shayna Varkas, Karen Llorente, and Andrew Lemke, I thank you for your consideration of this matter.

Sincerely,



Dr. Henny Gröschel-Becker  
Chair, CBMPIC

cc: Jud Kurlancheek, BZP  
Paul Abbott, Skyline Management

## Ramon Castella

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**From:** Dale Vargo [dale@adsled.com]  
**Sent:** Thursday, April 13, 2006 1:40 PM  
**To:** Ramon Castella  
**Subject:** Village of Key Biscayne LED Marquee Info



PAVillageKeyBiscay 202379.jpg (232 KB) 202379pic.jpg (417 KB)  
ne.pdf (109 ... KB)

Ramon,

Attached is the requested info about the concept drawing for the TruImage Model 610-5. Let me know what you think. Our premier quality American LED sign equipment is truly a better-built display system, with superior case construction and long-life circuitry design, extensive documentation and support, ease-of-use and legibility, with the best control software in the industry, and a 5 year warranty.

This high resolution LED display system also has 256 level grayscale shading capability, for advanced image generation and clarity. Importantly, the software and the operational versatility of this LED display system allows much easier message creation and management than other manufacturers. Note the improved cabinet design that allows the LED pixel area to extend out to the edge of the cabinet, eliminating the big-bordered heavy cabinets of older design models, and delivering more actual LED lighted area, with less weight than other models. We can provide everything you require for the successful implementation of your new LED message sign system and we offer the support to ensure its long-term performance.

Feel free to call or email me with questions, discuss your LED message display project, review recommendations and your LED display system proposal.

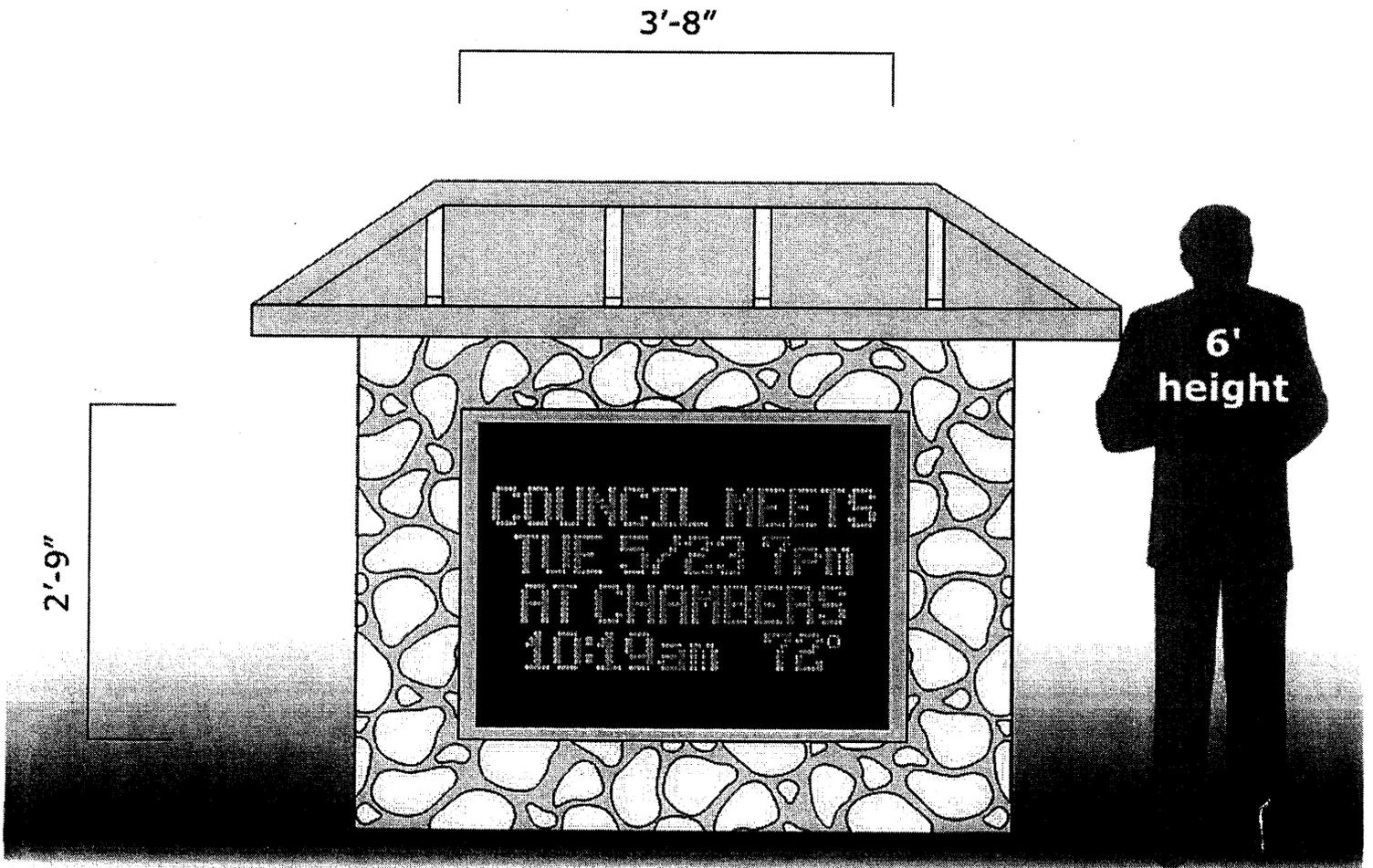
Dale Vargo  
ADSled, Inc  
800-455-1955 x105  
512-784-8524 cell  
512-343-9211 fax  
dale@adsled.com  
<http://www.adsled.com>

**LED Sign System# s610-5 - Double-Sided  
Open Pixel Single**

Displays 10 standard 4.9" characters per line (6 lines)  
or 10 standard 7" characters per line (4 lines)  
or 10 standard 10.5" characters per line (3 lines)  
or 10 standard 14" characters per line (2 lines)  
Graphics, Animations, Time/Temp

Illuminated ID Cabinet Included  
All Aluminum/Steel Frame Construction - UL Listed & Approved  
GE Solargrade Lexan Panned Face with 3M Vinyl Graphics  
(graphics subject to change per client)

**LED Electrical Requirements:** 120V / 17 max amps  
**ID Electrical Requirements:** 120V / 12 max amps  
(two separate leads)(ID: 2 wire / LED: 2 wire + GND)  
(recommended to be wired on separate circuits)  
**LED Display Specs:** 48 x 64 matrix / 125° viewing angle  
**Color:** 256 shades of AMBER  
**Approx. LED Sign System Weight:** 526 lbs total  
**Transmission:** Wireless  
**Mounting:** Existing structure



Notes: Unless otherwise specified, No time switches or electrical service to the signs shall be installed by ADSled, Inc

**adsLED**  
INCORPORATED

800-455-1955  
Fax: 512-343-9211

Client:

**Village of Key Biscayne**  
Key Biscayne, FL

Communicate.

All sign design and concepts are not to be distributed, copied, or shared without written permission from ADSled, Inc.

Drawing No.: 202379

Approved By: \_\_\_\_\_

## Ramon Castella

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**From:** Dale Vargo [dale@adsled.com]  
**Sent:** Thursday, April 13, 2006 5:19 PM  
**To:** Ramon Castella  
**Subject:** RE: Village of Key Biscayne LED Marquee Info

Ramon, I noticed that the proposal we sent you is for a 2-sided system. If they decide to go with a single-sided system, the price will reduce by about \$6,300.00.

Dale Vargo  
ADSled, Inc  
800-455-1955 x105  
512-784-8524 cell  
512-343-9211 fax  
dale@adsled.com  
<http://www.adsled.com>

-----Original Message-----

**From:** Ramon Castella [mailto:rcastella@c3ts.com]  
**Sent:** Thursday, April 13, 2006 4:09 PM  
**To:** Dale Vargo  
**Cc:** pt@skylinemgmt.com  
**Subject:** RE: Village of Key Biscayne LED Marquee Info

Dale, thank you so much for the excellent response. We will discuss with the Village next week, and Paul Abbott from Skyline management will be getting back to you. Ramon

-----Original Message-----

**From:** Dale Vargo [mailto:dale@adsled.com]  
**Sent:** Thursday, April 13, 2006 1:40 PM  
**To:** Ramon Castella  
**Subject:** Village of Key Biscayne LED Marquee Info

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 Austin, TX 78759  
 Tel: (800) 455-1955 / (512) 527-9339  
 Fax: (512) 343-9211  
 www.adsled.com

Client: Village of Key Biscayne - 3/24/06

<b>S H I P</b>	Ramon Castella 88 W McIntyre St Key Biscayne, FL 33149 Tel: Fax: Email: rcastella@c3ts.com
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**Purchase Agreement**

Scope of Work	Price	Qty	Total
<b>Double-sided TruImage Model# 610-5 LED Displays Only</b> <del>(2 single-sided units)</del> <i>1 single-sided unit</i> Includes: Open Pixel / 256 shades of AMBER Color 48 x 64 matrix / 125° viewing angle Wireless transmission PC Messaging Software and Temp probe  <b>Warranty &amp; Support</b> 5 yr warranty / Unlimited phone support Content Management  <b>Freight</b> (Delivery by appt.)(lift gate provided)  <b>Installation* into existing base</b> (includes securing permit and installation) (Does not include actual cost of permit)			\$12,425            \$334    \$2200
*No electrical service to the signs shall be installed by AdsLED, Inc.			

Sub-Total	<del>\$16,959.00</del>
Tax	\$0.00
Total	<del>\$16,959.00</del>
50% Deposit	<del>\$8,479.50</del>
Balance (Net 10)	<del>\$8,479.50</del>

*\$ -6300 +/-*  
*= 8,479.50*  
*4,239.75*

Past due balances shall bear interest of 1.5% per month (18% per annum), or the maximum non-usurious rate, which ever is less.

**AdsLED Representative:** Dale Vargo

**Billing Address:**

**Drawing#** 202379(pic)

(same as above)

**AdsLED, Inc.**

**Accepted:**

AdsLED: \_\_\_\_\_

Buyer: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**ADSLED, INC.**  
**TERMS AND CONDITIONS OF CONTRACT**

- I. This contract contains all of the terms of the agreement between Buyer and Seller and any oral agreements or understandings not otherwise contained herein are invalid and unenforceable. Any modification to this contract shall be in writing signed by Buyer and Seller.
- II. Any and all software support services are conditioned on and are subject to payment in full of any and all sums due by Buyer under this contract whether to Buyer or to Third party end user of the products sold hereunder.
- III. This contract shall be deemed entered into and performed in the State of Texas and Buyer consents to the jurisdiction of the State of Texas for purposes of enforcement of the terms hereof.
- IV. When the equipment is completed, ADSled, Inc. (here after referred to as ADSled) will notify the Customer of such. If the Customer cannot or will not accept delivery and/or Installation of the sign within fifteen (15) days from the date of the notice of completion, ADSled shall still be entitled to invoice and receive payment for the balance due and owing to ADSled pursuant to this Agreement. ADSled shall not be liable for delay due to causes beyond its reasonable control, such as, but not limited to, acts of God, vandalism, accident, acts of circumstances of the Customer, acts of civil or military authorities, tires, strikes, floods, riots, delays in transportation and liability due to causes beyond its reasonable control to obtain the necessary labor, materials or paint facilities.
- V. The customer authorizes ADSled, its agents, servants, and employees to erect or attach a display or displays and electrical equipment and necessary structures on the building or property specified in this agreement. The customer agrees to defend, indemnify and hold harmless ADSled, its agents, servants or employees from any charge, claim or cause of action for damages arising out or said attachment or erection whether or not ADSled, its agents, servants or employees have acted in a negligent or unworkmanlike manner.
- VI. Prices quoted are based on current material and labor costs, but are guaranteed for thirty (30) days from the date of quotation.
- VII. This is a non-cancelable contract and cannot be terminated or cancelled except as expressly provided herein.
- VIII. Contracts contingent upon sign permit approval must seek application for permit or variance within fifteen days of contract date. Proof of denial must be provided.
- IX. The rights and interest of the Customer hereunder shall not be transferable or assignable through operation of law or otherwise, except with the prior written consent of ADSled. Upon transfer or assignment, whether authorized by ADSled or not, Customer will remain primarily liable for all payments required pursuant to the terms of the Agreement. ADSled shall be entitled to assign the unpaid balance of the Agreement herein provided to be paid, without notice to Customer, and Customer, upon written notice from assignees to do so, shall be obligated to pay

**Client: Village of Key Biscayne/CBTS**

said balance and any other monies due or owing under this Agreement when and as due to said assignee. Such assignment shall operate to release and discharge ADSled's obligation to carry out all of the agreements herein provided for on part of ADSled, to be carried out and performed.

- X. All measurements listed on the contract are approximate.
- XI. Until such time as the contract price and extras, if any, are paid in full, the Customer grants ADSled a security interest in the items which are previously described and are the subject matter of this Agreement, in the event that the Customer defaults prompt payment of the contract price in accordance with the terms herein set forth or in the due performance of, or compliance with, any of the terms, conditions or provisions hereof, or that a proceeding in bankruptcy, assignment for the benefit of creditors, insolvency, receivership or reorganization be instituted by or against the Customer or the Customers property or the business of Customers is in any way liquidated or that ADSled deems itself insecure or said property or any part thereof is in danger of loss, misuse, seizure or confiscation, all indebtedness then owing by the Customer to ADSled shall at ADSLED's option, without notice, become due and payable at once, together with reasonable attorney's fees if said indebtedness is placed with an attorney for collection, and ADSled or any sheriff or other officer of the law may take immediate possession of said property, including any attachment thereto, without demand or further notice and without legal process. For this purpose and in furtherance thereof, the Customer shall, if ADSled so requests, assemble said property and make it available to ADSled at a reasonably convenient place designated by ADSled. ADSled shall have the right and the Customer does hereby authorize and empower ADSled to enter the premises wherever said property may be and remove the same. In the event of repossession, ADSled may retain attorney's fees, costs and charges for pursuing, searching for, removing, taking, keeping, storing, advertising, preparing for sale and selling such property and the amount unpaid on any obligation secured hereunder and ADSled shall have such other rights and remedies as provided and permitted by law. This agreement may serve as and be recorded as a financing statement under the Uniform Commercial Code. By this agreement, the Customer hereby also grants ADSled a limited power of attorney for the purpose of signing and filing any and all necessary documents for the purpose of obtaining and perfecting a security interest in the property which is the subject matter of the Agreement. This Contract shall not be binding upon ADSled until accepted and signed by a duly authorized officer thereof.
- XII. Customer grants to ADSled permission to reproduce copies of renderings, licenses, photographs and videotapes of the Customers displays for use in, but not limited to ADSled portfolios, brochures, videotapes, or other ADSled advertising.

**AdsLED, Inc.**  
**AdsLED:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

**Accepted:**  
**Buyer:** \_\_\_\_\_  
**Date:** \_\_\_\_\_