

**MINUTES OF THE
BILLBOARD TASK FORCE**

April 23, 2010

MEMBERS PRESENT: Barry Hjort, Cody Champion, Rod Pettigrew, Jim Jackson, Stephanie Casey, Marc Feliz, Russ Oubre, Lisa Modrick, Lysann Zeller and Brendan Casey.

STAFF PRESENT: Alan Hanks, Brad Solon, Susan Donat, and Joel Landeen.

GUESTS: Terry Olson and Doug Rumpca.

Solon called the meeting to order at 11:02 a.m.

Hanks advised that this Board was appointed to focus on two issues. The first issue that needs to be addressed is digital billboards, specifically if sign credits should be required for a new install above and beyond a static billboard. The second issue that needs to be addressed is the on-premises digital reader boards, what language should be allowed. The Board is under a short time frame and Hanks said he doesn't want to have to continue the moratorium...If the Board comes across other issues that need to be addressed these need to be brought up to Solon and addressed by another Board at another time. The Board's recommendation will be presented to City Council for approval.

Hanks left the meeting at this time.

Solon reviewed the history of the Sign Code Ordinance and sign credits to the Board. Discussion followed.

Solon showed a video presentation of an off-premise digital billboard.

As the Board finished lunch, Solon showed videos of other electronic on-premises and off-premise signs.

Donat passed out Electronic Sign Ordinance Comparison information to the Board and Solon reviewed this information. A lengthy discussion followed.

In response to Casey's question, Solon read the definition of an on-premises sign as stated by the Sign Code. Discussion followed.

In response to Casey's question, Solon read the definition of an off-premise sign as stated by the Sign Code. Discussion followed.

In response to Casey's question, Solon reiterated that the Board needs to stay focused on the two issues that Hanks set forth for this Board. He also advised the Board that they are to make recommendations to City Council for approval.

In response to Modrick's question, Solon reviewed the City of Rapid City's Sign Credit Process. A lengthy discussion followed.

Landeem reviewed what Hanks is asking from the Board, should sign credits be required for new digital billboards. Discussion followed.

In response to Jackson's question, Solon reiterated that the Board needs to stay focused on the two issues that Hanks set forth for this Board, sign credits and on-premises reader board language.

Casey moved that the present sign credit scheme stay the same. Jackson seconded the motion. Discussion followed and Casey withdrew his motion so the Board can have time to review all the information discussed and handed out.

In response to Casey's question, Solon would check to see if staff can assist with billboard mapping information. A lengthy discussion followed.

The Board discussed and reviewed sign credits and their value.

Casey asked if anyone was available to present safety concerns of digital signs.

Solon said the Mayor has three safety reports that could be presented to the Board

There was discussion on safety factors for digital signs.

Solon reiterated that the Board needs to stay focused on the two issues that Hanks set forth for this Board, sign credits and on-premises reader board language. Discussion followed.

Casey moved that another date be made to meet to give the Board a chance to review all the information, if any member of the Board receives any new information to bring it to the next meeting in writing. Modrick seconded the motion. The motion was approved unanimously.

The meeting adjourned at 1:00 p.m.

