

**MINUTES OF THE
BILLBOARD TASK FORCE**

May 14, 2010

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

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

GUESTS: Pat Hamilton, Tom Allan, Terry Olson and Doug Rumpca.

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

Solon reviewed the two items that the Board was to make a recommendation to City Council:

1. How many if any sign credits should be surrendered to install a new digital billboard or to convert an existing static billboard to a digital billboard;
2. On-premises reader board advertising

Solon asked the Board if they had a chance to review the minutes and if there were any changes or a motion.

Zeller advised that she should be listed as present at the last meeting.

Jackson stated that there was an error in the minutes, the following needs to be stricken "Landeen reviewed what Hanks is asking from the Board, should sign credits be required for new digital billboards ~~and on-premises reader boards and what language should be allowed.~~"

Jackson moved to approve the amended minutes from the April 23, 2010 meeting. Oubre seconded the motion and it was approved unanimously.

Solon advised the Board that Hjort had presented Staff with questions.

Landeen distributed a memo that reviewed the answers that Staff provided for the questions from Hjort. Discussion followed.

Modrick moved to recommend to City Council to enforce the current ordinance more stringently and make no change to the current ordinance regarding on-premises reader boards. Second by Jackson. Discussion followed. The recommendation was approved unanimously.

Solon opened the floor for discussion regarding the sign credits for digital billboards.

Casey advised the Board that in his opinion, that the current code is regressive and the third harshest in the United States. Discussion followed.

Jackson reviewed the history of Billboards.

Hanks reviewed that the Board's task was to recommend to the City Council if additional sign credits should be required to install a new billboard or to convert a static billboard to electronic. A lengthy discussion followed.

Solon advised that the Board needs to stay focused on the task regarding sign credits.

Hanks reiterated that the discussion of the Board is, if it is reasonable to require additional sign credits for the conversion of a static billboard to an electric billboard or the installation of a new digital billboard. Discussion followed.

Champion moved to recommend to City Council to surrender four sign credits to install a new billboard or to convert a static billboard to electronic billboard. Second by Modrick. A lengthy discussion followed.

Hjort moved to make a substitute motion, surrender four sign credits to install a new billboard or to convert a static billboard to electronic billboard and to assign a long term citizen task force for long term solutions. Second by Katus. Discussion followed.

Solon clarified that the substitute recommendation was for four credits per sign structure not per face. Discussion followed.

Katus moved to amend the substitute motion, surrender four sign credits per face to install a new billboard or to convert a static billboard to electronic billboard and to assign a citizen task force for long term solutions. Second by Oubre. Discussion followed.

Casey moved to make a substitute motion, surrender four sign credits per face to install a new billboard or to convert a static billboard to electronic billboard and to assign a citizen task force for long term solutions and that the long term citizen task force members be appointed by the City Council not the Mayor, also discussion that the City should divest from any outdoor advertising revenue. Second by Jackson.

Hanks advised the Board that the last substitute is truly an amendment to the recommendation and this will need to be addressed first. Discussion followed.

Hjort moved to call for question. Second by Oubre, the call for question is approved 10-1; Modrick voting nay.

Hanks clarified what recommendation was being voted on.

Substitute motion by Casey failed 2-9, Champion, Pettigrew, Casey S, Feliz, Oubre, Modrick, Zeller, and Katus voting nay.

Solon reviewed Katus' substitute motion, surrender four sign credits per face to install a new billboard or to convert a static billboard to electronic billboard and to assign a citizen task force for long term solutions. The motion passed 8-3, Casey, Jackson and Hjort voting nay.

The meeting adjourned at 1:00 p.m.