

ADOPTED
SIGN TASK FORCE MINUTES
JANUARY 18, 2008

Members Present: Senator Metsger, Representative Read, Kevin Howard, Dale Clark, Rich Gaston, Corey Shumway, Chris Daugherty, Kris Levesque, Phil Schradle, John Lehman, Terry Sandblast, Pete Frost and Amy Joyce

Absent: None

Meeting called to order by Representative Read at 2:10

Clear Channel presented a short video on LED signs

Representative Read opened up discussion to the table in general

Terry Sandblast-Clear Channel

- Gave overview of industry/client vision
- Provided copies of the number of states and their general specifications
- Noted federal minimum and basic recommended specifications

Representative Read opened discussion to LED and video signs

Public Service Amber Alerts

Peter Frost-Western Environmental

- Wanted a more detailed explanation of mandated time of Amber Alerts and contracted agreements with governing bodies regarding public service announcements

Representative Read- Oregon State Legislature

- What is the criteria for deciding when LED signs are used for public service
- How is determined who and how often messages are displayed

Terry Sandblast-Clear Channel

- It would be independent contractual agreements, with state, county and city
- Possible nation wide contract in the future

Phil Schradle-Oregon Department of Justice

- Are conditions universal for all entities that have permit for preempting for public announcements
- Any statutes or location to find matrix of all states statutes
- Made the point that it will be harder to bring things into an agreement than to set up in initial agreement

Terry Sandblast-Clear Channel

- Agrees these are good ideas and that an universal list to determine varying criteria from state to state should be developed

Rich Gaston-CBS Outdoor

- Voluntary from sign companies-works well responding to request from all entities
- Would like to see non-complicated statute to allow continued voluntary basis. Does not want a ridged set of rules
- New contracts 99% to advertising client 1% to maintenance

John Lehman- Meadow Outdoor

- Current voluntary method works well-no formal agreement
- Should be a set level of commitment to public service for each company

Safety Issues, Permitting and Fees

Pete Frost-Environmental Law

- Any numerical limit on ad copy per sign
- Do they count as one sign or each ad defined as a sign
-

Representative Read

- Is current system a one to one sign credit

Terry Sandblast-Clear Channel

- No overall cap

Phil Schradle-Department of Justice

- One sign-10 images, how many contracts will there be?

Terry Sandblast-Clear Channel

- This is only a way to change copy-one structure one permit
- There are ways to allow new signs-aggregate cancelled permits

Rich Gaston-CBS Outdoor

- Tri-Vision was the new technology-this is just the natural progression
- Nothing on application to designate sign would be an LED-go get through the county/city process without knowing an LED sign was going up

Peter Frost-Environmental Law

- Number of states allow-don't allow LED signs.
- Task Force role to prepare a proposal for the legislature
- Data on safety is out -need to wait until there is a consensus about safety
- Does the public want them? this is not just about the industry

Rich Gaston- CBS

- Industry provides economic development, jobs & pays taxes
- Washington DOT knows that animation on digital is dangerous; they have looked at the issue and believe LED is safe

Phil Schradle- Department of Justice

- Is there a limit on level of brightness, is it standardized?

Terry Sandblast-Clear Channel

- State of WA
 - 8000 nits-day
 - 1000 nits-night
- If level exceeds what's allowed-auto shutdown

Rich Gaston- CBS

- Improving technology-less electricity, smaller, lighter components-out put constantly measured
- Sign Codes are changing-City and Counties not allowing new poles-Allows additional ad copy without adding new structures.

Representative Read- House of Representative

- Would this mean some areas would have less sign structures?

Rich Gaston-CBS

- No, truthfully no signs would come down with out receiving a credit, there is still a market for static billboards

Senator Metsger- State Senate

- Could digital components be interchangeable/relocated?

Rich Gaston- CBS

- Certainly

Senator Metsger requested staff do research on digital signs and suggested a pilot project could be created in the legislature:

- A limited amount of signage on a finite timeline.
- With full knowledge that sign may need to come down when time frame is up
- How long would it take to recover the cost of LED sign

Rich Gaston-CBS

- Minimum 10 years lease or CBS won't put one up

Representative Read stated bulk of ideas covered asked for additional comments

John Lehman-Meadow Outdoor

- Video is a huge distraction-caution not to lump video and LED together

Terry Sandblast-Clear Channel

- No horse trading, industry not will to give up several permits for one sign

Representative Read asked for any public comment

1. Nuisance- 8 second limitation on the changes to the LED sign
2. It was mentioned that there is a video sign at Terwilliger and Broadway if anyone wanted to see an example
3. Number of citizens don't want any stick signs. Resents that their attention is grabbed by the sign. Don't buy the public benefit of amber alert by sign companies

Next meeting will be in March-special legislative session in February (meeting is Friday March 14th from 1:30 to 3:30 pm)

Minutes approved from December meeting

Senator Metsger gave an overview of the role of the Task Force:

- Define the issues by getting the information then the Senator and Representative Read will make different proposals based on the information gathered from these topics, finding the common ground.

Representative Read commented that this does not preclude the members from speaking with each other and to come up with proposed solutions.

It was requested that bullet points of this meeting be sent out in the next week or two. Staff agreed to do this.

Meeting adjourned at 2:55