

**SIGN TASK FORCE MINUTES**  
**NOVEMBER 07, 2007**

**Members Present:**

Senator Rick Metsger, Representative Tobias Read, Amy Joyce-ODOT, Chris Daugherty-Icon Group, Chris Zukin-Meadow Outdoor, Corey Shumway-Lamar, Dale Clark-Clark Signs, Peter Frost-Western Environmental Law, Philip Schradle- DOJ, Rich Gaston-CBS, Brad Parsons attended for Terry Sandblast-Clear Channel, Kris Levesque-R/West Advertising

**Absent:** Kevin Howard-Kevin Howard Real Estate

**Guest:** Robin Freeman-ODOT Government Relations Manager

Meeting called to order by Representative Read at 2:00

**Introductions:**

Senator Metsger asked each member to introduce themselves and who they represent.

Senator Metsger and Representative Read asked Amy Joyce to give a short overview of the duties of the Task Force under HB 2273

Ms. Joyce stated the 5 specific points addressed by HB 2273

1. Use and ownership of relocation credits
  2. Emerging technology
  3. Increase penalties for violations
  4. Just compensation for removal of signs by ODOT
  5. Permitting of Tri-Vision (number of credits required)
- Any other issue deemed important by the Task Force

Representative Read asked each member to give a short review of their important issues

1. Chris Daughtery
  - That the industry provides a service to the public
  - ODOT definitions & policy
  - Advance a proposal to the legislature
2. Rich Gaston
  - CBS has been in business since 1940 and through out all the changes has been a good player
  - Suffered huge loss by being a “Good Player” would like to be rewarded by the new legislation
  - Tri-Vision- new technology is a huge investment would like to ensure protection of this investment
3. Brad Parson (Terry Sandblast)
  - What does the State want-what is a win-win solution
  - Relocation Credits are a purchased asset-keep status quo
  - Support increased penalties, bigger fines

- Support the idea of “Just Compensation”
  - Tri-Vision-make sure permitting is enforced, concept of 1-3 credit okay
4. Corey Shumway
    - Be able to operate and grow
    - Emerging Technology
    - Vegetation
    - Tri-Vision
  5. Dale Clark
    - Tri-Vision/clear standard
  6. Chris Zukin
    - Just Compensation
    - Increased penalties for violations
  7. Pete Frost
    - Bring what he hears from the communities concerning the new billboards
  8. Phil Schradle
    - Adequate regulations to ensure continued federal funds

Senator Metsger asked for public comments: None

Senator Metsger asked Amy Joyce to comment on the issues raised by the members and HB2273 as to the level of challenge required from the Task Force.

Ms Joyce’s response:

1. Not take a lot of time
  - Penalties
  - Tri-Vision
2. Would take more time and effort
  - Relo Credits
  - Emerging Technologies
  - Just Compensation

General Discussion

- HB 2273 and status of pending violations
- Signs built during the window when State was not issuing permits
- Old versus new regulations
- Future litigation regarding illegal signs built during the window
- Status of permits that are cancelled under new regulations
- Status of BID and Directional permits under new regulations

Senator Metsger and Representative Read gave each member the assignment to develop a proposed solution that they felt would find common ground with the other members on the relocation credit and penalty issues. Proposals should be sent to Task Force staff to compile for next meeting.

Senator Metsger asked for any additional comments from the members.

- Banked Credits
- Location to use relocations credits
- Digital Signs and how to permit
- Banked Credits viewed as an asset

Next meeting if possible to be Dec. 5<sup>th</sup> at the same time and location.

\* Do to scheduling conflicts the meeting date is Dec. 6<sup>th</sup> 2:30-4:30 at the same location.  
Flanders Bldg. Portland

Meeting adjourned 3:10 p.m.