

# NAHBA Bi-Annual Conference Call

## October 25, 2011 Minutes



### Attendees:

Jessica Sawyer, MoDOT	Jack Kimmerling, INDOT	Janis Gramatins, FHWA-DC
Rod McDaniels, UDOT	Joyce Musick, MoDOT	Cathy O'Hara, FHWA-DC
Doug Hornback, MSDOT	Barbara Wessinger, SCDOT	Mary Jane Daluge, FHWA-DC
Gus Cannon, TXDOT	Scott Routh, NYDOT	Ron Krauss, FHWA-MI
Jimmy Isonhood, MSDOT	Tammy Keeley, FHWA-AL	Christian Christoffers, FHWA-PA
Brooks Glasnapp, IaDOT	Dawn Horan, FHWA-MA	Abraham Geevarghese, FHWA-OH
Steve Fornbach, CTDOT	Tony Sabidussi, FHWA-NJ	Jay West, Delasoft
Colleen Smith, INDOT	Maggie Duncan, FHWA-DE	Mike Heety, R&M Media Consulting
Jenny Hall, MoDOT	Jeff Purdy, FHWA-WY	Paul Wright, Nat'l Valuation Consulting
Tim Hoesli, ILDOT	Mark Schrader, FHWA-ND	Jim Barrett-JRB Consulting
Ed Farley, MaDOT	Bruce Bradley, FHWA-DC	Joe Little, CBS
Jon Pickett, MSDOT	Mike Jones, FHWA-DC	Myron Liable, OAAA
Alice Kelly, DCDOT	Sharon Johnson, FHWA-SD	

1. There was not enough space in the venue for NAHBA to co-locate with the 2012 AASHTO conference in Portland, OR. The 2012 NAHBA conference location will be held August 19-21, 2012 in Spokane, Washington. There will be the regular Sunday reception and then two full conference days. No field trip is planned.  
NAHBA will co-locate with AASHTO during the Right of Way and Utilities annual conference in Salt Lake City, Utah in April 2013. Those that can only go to one conference per fiscal year may need to make plans for which conference they want to attend.
2. Joyce Musick, MoDOT, brought up the advent of Quick Reference or Response (QR) codes on billboards. They are similar to bar codes that allow a user to upload an application on Smart cell phones for a particular advertiser. Myron Liable, OAAA, said that the use of a QR code on highway billboards as a "call to action" for motorists is not appropriate. OAAA is developing an OAAA guideline or best practices document. NAHBA will be provided with a copy of the OAAA policy statement when it is released. QR codes may be appropriate when displayed on pedestrian oriented displays. Joyce also discussed a new application being promoted by Lamar called Road Ninja, that allows the user to find features near a destination. A link was sent to the membership to view.
3. Question about wind-damaged nonconforming billboards was posed by Jean Todd, Nebraska DOT. She was not present but Gus Cannon, TxDOT, said that the sign companies are obtaining more easements rather than leases. Benefits of easements may allow sign to go on the property anywhere rather than one location and they are usually perpetual. As far as taking into consideration any value of said easement when preparing any wind-damaged appraisals on nonconforming signs, it was explained that easements generally increase the value.
4. Brooks Glasnapp, IaDOT, discussed on-premise vs. off-premise signs with photo examples. Discussion followed as to how states felt they should be addressed. Most agreed that referring to another location with address, directions or phone numbers is not acceptable and needs a permit.

Minutes cont'd.

5. Brooks also had official sign examples for determination. They were city signs and farmers' market signs. Qualifications such as inside the city jurisdiction (city limits) and if it is for profit were brought up. Jimmy Isonhood, MSDOT, suggested a definition for official duty is needed.
6. Gus Cannon, TxDOT, asked what states have a Selective Vegetation Cutting program since they are now writing regulations for this. There is data available on NAHBA's website and members offered to send Gus e-mail responses that they have.
7. Tim Hoesli, ILDOT, asked what states have issues with municipalities using on-premise LED signs to promote "sponsors". Members responded it can be a problem and become very political.
8. No further questions or issues. Meeting adjourned.

*The mission of the National Alliance of Highway Beautification Agencies (NAHBA) is to be an advocate for developing and promoting innovative ideas and consistent business practices for the control of outdoor advertising, junkyards, scenic and beautification programs; streamline the federal outdoor advertising control program through improved communication; facilitate the dissemination of information to members; and to encourage the integration of competing interests that serve the motoring public.*