

BILLBOARD COMMITTEE MEETING MINUTES

June 23, 1986

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Discussed Class A signs and Class B signs and what classification are billboards.

Discussion was held to decide time and place for next meeting, and it was tentatively agreed to have meeting in Marathon the week of July 21-25.

John Stormont asked everyone to prepare statements in writing to present to Commission, with their viewpoints...alternate systems needed. He said he hoped to have someone from Orlando to come to share what they have been thru on regulating signs. He also stated that in the future reinspection fees will be collected and the Building Department will probably have a full-time sign inspector.

Stormont asked if there were any other suggestions for the next meeting. He said he would try to have Earl Gallop at the meeting to answer any questions on legal aspects...can use next meeting as "legal" meeting and offered to give information on County statutes for committee members' background.

There was a general discussion on various topics, including Class "A" signs... the number allowed, compensation, etc.; retaining a neutral attorney, Earl Gallop...and attorneys present will not represent any opinions. Committee is not to decide legalities. John Stormont offered copies of new sign ordinance to anyone present.

In closing, everyone suggested new programs for advertising, the need for more attractive signs, the need for compromises regarding aesthetics, size, space, etc.

The meeting adjourned, the next meeting to be in Marathon the week of July 21-25, to be announced by John Stormont.

Copies to: Committee Members
All Commissioners
Kermit Lewin, County Attorney

July 2, 1986

A meeting of the newly appointed Billboard Committee was held in Comm. John Stormont's office in mid June. Present were Brad Collins, son of the owner of Monroe County's portion of the Legg franchise signs, Frank Romano representing the TDC, Grace Manillo AND Jean De St. Croix as citizens at large and Comm. Stormont. *Betty Wilson*

Salient points: Legg Company wants compensation for signs that come down equal to 48 times their monthly billing of \$72,000, or \$5,000,000. They have 185 faces. Since the moratorium, cost of advertising has risen from \$500 per side to \$1,200 in many cases. They also threaten a class ACTION ^T suit on behalf of land owners. Legg also owns ^T properties.

Frank Romano thinks billboards are marvelous, are attractive and very necessary to Key's survival. He will fight for them, even more of them, with all the funds from the TDC he can get. His idea of a beautiful US 1 is to get the other signs under control, which all agreed with, do away with trap storage along US 1 and have all old buildings remodeled or town down and replaced with better architecture. The night of the meeting he went on Channel 5 and said his peice--told the world billboards were beautiful.

D.O.T can now legally install LOGOS in the Keys. Mr. Romano is against these.

Next meeting will be in Marathon Courthouse ^{through} July 21 or 25, at 9 AM. Present for the Billboard Committee will be Earl Gallop of Miami as our attorney and the attorney for the Legg Co.

All delegates were requested to "come up with what they feel the committee should handle" for the next meeting. Also, what legal questions do they have? i.e. is it legal to go to referendum to buy the advertising companies as quoted, or go to referendum to amortise.

*bill -
logo - sufficient to appease businesses*

JDSC