

Office of Outdoor Advertising Public Hearing
August 14, 2025

11:00 AM

(All attendees appeared remotely via videoconferencing
and/or teleconferencing.)

Present:

Tim McCarthy, Director

Office of Outdoor Advertising, August 14, 2025

1

2 TIM MCCARTHY: At 11 o'clock. Good morning everybody.
3 My name is Tim McCarthy. I'm the Director of Outdoor
4 Advertising for Mass Department of Transportation.
5 We're here on August 14 2025. Office of Outdoor
6 Advertising Hearing this meeting is being held
7 virtually by the Governor's act extending virtual
8 public hearings through June of 2027.

9 We are running this hearing by Zoom platform. Please
10 note this meeting is being recorded by our
11 stenographer who is in attendance. She will provide a
12 transcript of the meeting that will be posted on our
13 website when it is available.

14

15 The OOH team is present. Thanks to Lydia and Jerry for
16 being here. Jason and Chris are on well deserved
17 vacations and we welcome Becky today as our
18 stenographer.

19

20 This meeting is accessible to people with disabilities
21 and individuals with limited English proficiency. If
22 you filed a request to be able to be available today
23 and did not receive it, please contact MassDOT's
24 Office of Diversity and Civil Rights at 857-368-8580

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1 or you can email Office of Outdoor Advertising August
2 14, 2025 massdot.civilrights@.state.mass.us Please
3 note that accessible versions of the meeting materials
4 have been previously posted on the OOA website and
5 will be referred to during this meeting. With that,
6 I'd like to introduce our MC of the day, Jerry
7 Kelleher and I'll have him go through the Zoom
8 controls for everybody who's attending.

9
10 JERRY KELLEHER: Okay, thanks. So the microphone icon.
11 Please check your own monitor and computer, make sure
12 your speakers and personal mic are working, and only
13 panelists are on camera. And the interpretation
14 feature is not functional. If you can't access the
15 Internet or for some reason you want to call in the
16 numbers 301-715-8592, and the August meeting, login
17 number is 936 8260 0021.

18
19 If you would like to ask a question during the
20 meeting, you simply have to raise your hand on Zoom
21 and I'll unmute you at the appropriate time.

22
23 State your name for the record before asking a
24 question, and only one at a time. And please make it

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1 pertinent to the agenda item we're covering at that
2 time. We will be offering a general comment period at
3 the end of the hearing. If you want to write a written
4 question, just put in the Q and A Office of Outdoor
5 Advertising August 14, 2025 feature. We'll answer them
6 as we go. Finally, if you're listening on the phone
7 and want to comment, dial *9 and I will call out the
8 last three numbers of your cell number when it's your
9 time to speak.

10
11 So basically, that's it for the outline for the
12 protocols and back to the director Tim McCarthy.

13
14 TIM MCCARTHY: Thanks Jerry. Jerry's posted the agenda
15 as he stated. The sign in sheet, physically, it can't
16 be signed, obviously, but by signing into the webinar
17 we have a list of those who are in attendance based on
18 that.

19
20 Please note that you can provide comments in writing
21 by us via email always. For anybody who may be new. We
22 do not make any decisions at this actual hearing.
23 Every item will be taken under advisement and
24 decisions are made usually within a few weeks and

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1 sometimes as early as a week. But we give time for
2 writing comments from the public and any participants.
3 And our email address is
4 OOAinformation@dot.state.ma.us. And you can send any
5 comments to that email address, and we'll get back to
6 you. Also, we have all our public comments at the end
7 of the meeting or the end of each item in a final
8 chance to at the end of the agenda with Office of
9 Outdoor Advertising August 14, 2025 with that, Jerry,
10 we'll, we'll start the hearing.

11
12 So we'll call it to order, and we'll approve the
13 Minutes of the July 17, 2025 Hearing. Agenda Item 3,
14 Applications License VAM Realty Trust. License
15 Application, VAM Realty Trust. The address of the
16 applicant is 14 Lanides Lane, Leominster, Mass. 01453.
17 The applicant contacted Scott Morrissey. If the
18 contact person or representative is present, please
19 state your name and title for the stenographer.

20
21 JERRY KELLEHER: No hands are raised, I believe.

22
23 TIM MCCARTHY: Okay. License and paperwork has been
24 reviewed and it's in order. The application of a W-9

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1 and DOR certificate. The applicant is not present, so
2 we will take the summary advisement and move on to our
3 next agenda item.

4
5 Next on the agenda is application for transfer of
6 permits, maverick LLC transferred to Genesis Digital
7 Media LLC. Permanent application numbers of the
8 transfer are 2025D008 and D009. Permits are located at
9 423 William F. McClellan Highway, East Boston. Permits
10 are being transferred Office of Outdoor Advertising
11 August 14, 2025 from Maverick Media LLC, to Genesis
12 Digital Media, LLC. This is an unconstructed and
13 recently permitted electronic billboard. Is there
14 anyone representing either party?

15
16 VALERIE BARSOM: Yes, Director. Valerie Barsom. I'm
17 representing Maverick Media and I have James Costello
18 here representing Genesis Digital who's the transferee
19 and Maverick is the transferor. I think all the
20 paperwork has been submitted. Hopefully you don't need
21 anything else.

22
23 TIM MCCARTHY: Yeah, the paperwork has been submitted
24 and Jason has put in his report. So we'll take this

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1 under advisement.

2

3 VALERIE BARSOM: Thank you, Director.

4

5 JAMES COSTELLO: Thank you, Director.

6

7 TIM MCCARTHY: Thank you, Valerie. Thank you, Jimmy.

8 Have a great, great long weekend, hopefully, for you.

9

10 VALERIE BARSOM: Okay, thank you.

11

12 TIM MCCARTHY: Bye bye. Next thing on the agenda is a
13 transfer of permit. Permit application number for
14 transfer is 2005108. Permits are located at 115 Porter
15 Street, Boston. Permits are being transferred from New
16 Tradition Holdings, LLC to HPL Enterprises. It's an
17 existing static rooftop board. Is there anybody
18 representing either party?

19

20 SEBASTIANO AMARA: Hi, Director. Yano Amara from New
21 Tradition.

22

23 TIM MCCARTHY: Good morning, Yano.

24

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1 SEBASTIANO AMARA: How we doing?

2

3 TIM MCCARTHY: Excellent. The paperwork is all in
4 order. Chris is the inspector. We'll get

5

6 out there and take a peek. I believe Chris did take

7

8 a look at it on Friday, but I haven't gotten his full
9 report yet. We'll take this under advisement.

10

11 SEBASTIANO AMARA: Awesome. Thank you.

12

13 TIM MCCARTHY: Thank you very much, Yano. Okay, with
14 that, we have a couple things under for the record,
15 actions taken since we last met. Is there any public
16 comments on anything that we have on the agenda? All
17 right. Seeing and hearing none.

18

19 As I said to Becky when we started, we try to keep
20 them nice and short during the summertime. Apparently,
21 that's probably one of the quickest meetings we had.
22 That's for sure. So with that, and I'd like to thank
23 everybody once again for participating. And this is
24 the adjournment of the August 13, 2025 office of

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1 Outdoor Advertising Hearing. Everybody, have a great,
2 wonderful rest of the summer, and we'll see you in
3 September, if not before. Thanks very much, everybody.

4

5 JERRY KELLEHER: All right. Thank you.

6

7 (Whereupon, the proceedings were concluded on August
8 14, 2025 at 11:08 a.m.)

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C E R T I F I C A T E

STATE OF MASSACHUSETTS

COUNTY OF WORCESTER, ss

I, Rebecca Baron, a Court Reporter and Remote Online Notary Public in and for the State of Massachusetts, do hereby certify that the foregoing hearing was reported by me on August 14, 2025 and transcribed by me.

To the best of my knowledge, the within transcript is a complete, true, and accurate record of said hearing.

I am not connected by blood or marriage with any of the participants, nor interested directly or indirectly in the matter.

In witness whereof, I have hereunto set my hand and Notary Seal this 15th day of August, 2025.