

Office of Outdoor Advertising  
Public Meeting

July 9, 2020

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

## Office of Outdoor Advertising July 9, 2020

1

## P R O C E E D I N G S

2

3

JOHN ROMANO: Good morning, everyone.

4

My name is John Romano, and I'm the Director of

5

Outdoor Advertising for MassDOT. We are here for the

6

July 9, 2020 Office of Outdoor Advertising hearing.

7

This meeting is being held virtually by

8

the Governor's Executive Order. Obviously, due to the

9

COVID-19 pandemic, we cannot meet in person. So, as

10

we have for the last two months, we will be doing this

11

virtually.

12

We are running this meeting by

13

GoToWebinar, so please bear with us if there are any

14

glitches as we go through the meeting. We will try to

15

make sure that there are none. So far, it's been good

16

the last two months.

17

Please note that this meeting is being

18

recorded, as we have our stenographer in attendance

19

who will provide a transcript of the meeting as he

20

always does.

21

Dave, right, it is recorded? You will

22

record it, right?

23

STENOGRAPHER: Correct. Correct, I do.

24

JOHN ROMANO: Yeah. And then the

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1 transcript will be posted as we do with every meeting.

2 This meeting is accessible for people  
3 with disabilities and individuals with limited English  
4 proficiency. If you filed a request to be available  
5 today, please let us know now or use the raise your  
6 hand function in GoToWebinar if you have not received  
7 the assistance you need.

8 I don't see anybody raising -- Dan, no  
9 one raising their hand and nobody is requesting.

10 Please note that the accessible version  
11 of the meeting materials have been previously posted  
12 to the OOA website and will be referred to in the  
13 meeting, and that we'll post a link in the chat box  
14 and the materials will also be available for download  
15 through GoToWebinar.

16 We're going to run this meeting as  
17 close to normal as our regular Outdoor Advertising  
18 hearings that we did in person prior to the pandemic.  
19 They'll be run in the same manor. I'll go through the  
20 agenda. The sign-in sheet, obviously, physically  
21 can't be signed. But by signing up for the webinar,  
22 we are able to have a list of those in attendance  
23 based on you signing up for the webinar. So, that  
24 will be the sign-in part of our transcript.

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1           On the screen, currently, is today's  
2 agenda. What we'll do is I'll go through each item.  
3 I'll ask the questions of the proponents, just like I  
4 do in the hearings at the office in person at 10 Park  
5 Plaza.

6           Just so you know, everybody in the  
7 public is currently muted. In about two minutes, the  
8 organizer, Dan, is going to unmute everyone. You  
9 should then mute yourselves. Should the organizer,  
10 again, Dan Sullivan from MassDOT who is working with  
11 me to put this webinar on, hear excessive background  
12 noise, he will mute people individually if needed.

13           If you would like to speak at some  
14 point during the meeting when public comment is  
15 requested, you should be able to unmute yourself at  
16 that time. If you have any trouble unmuting yourself  
17 to make a comment, you can use the raise your hand  
18 function in GoToWebinar in order to indicate you would  
19 like to make a comment. For the raise your hand in  
20 GoToWebinar, click the hand icon in the control panel.  
21 If you are connected by phone to the audio, you can  
22 press \*9 to raise your hand. On the phone, you can  
23 also press \*1 to play the features menu and \*2 to mute  
24 or unmute the audio.

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1                   You'll have a chance to make comments  
2 just like you do in the regular public hearing as we  
3 hold it at 10 Park Plaza. So we will run, again, we  
4 will run this in the same type of fashion. Also,  
5 please note that you can provide comments in writing  
6 to us by email as always.

7                   For anyone who may be new to this  
8 hearing, we do not make any decisions at this actual  
9 hearing. Every item is taken under advisement and  
10 decisions are made usually within a few weeks,  
11 sometimes as early as a week, but we give time for  
12 writing comments to our email address, which is  
13 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). You can send your  
14 comments in writing there.

15                   Also, we will ask for public comments  
16 at the end of each item, as we always do, and then a  
17 final chance for overall comments at the end of the  
18 agenda.

19                   Dan, if you can unmute everybody, we  
20 can start the hearing.

21                   DANIEL SULLIVAN: I think everybody  
22 should be unmuted.

23                   JOHN ROMANO: Okay. So if you can mute  
24 yourselves so that we don't hear any background noise.

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1 And, as I said, if you want to make a comment at the  
2 comment time, you can either raise your hand or, as  
3 there's only a handful of people on this hearing, you  
4 can actually just unmute yourself and ask the  
5 question.

6 Okay. So, with that, I am going to  
7 start with the Call to Order, which as we've  
8 explained, the sign-in sheet, there's no physical  
9 sign-in but we do have a record of who is attending  
10 the hearing through GoToWebinar. So that item is  
11 complete.

12 The next item is the regular session  
13 minutes from June 11, 2020. Does anybody have any  
14 questions, comments, or concerns about those?

15 (No response.)

16 JOHN ROMANO: Okay. Hearing or seeing  
17 no questions or comments about those, I will mark  
18 those approved. And we'll give you another second.  
19 Those are up on the screen. Thank you.

20 The next item, Item 3 on the agenda, is  
21 an application for new license, Van Wagner Outdoor,  
22 LLC, 800 Third Ave., New York, New York.

23 Is anybody here for the applicant?

24 (No response.)

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1                   JOHN ROMANO: I don't believe they are.  
2                   This application was received by my  
3 office. All the appropriate paperwork is in order.  
4 We received it on June 18, 2000 (sic). They have  
5 submitted the appropriate application, the appropriate  
6 W-9, and also the appropriate -- excuse me -- the  
7 appropriate Certificate of Good Standing.

8                   Does anybody have any comments,  
9 questions, or concerns about this applicant?

10                   (No response.)

11                   JOHN ROMANO: Okay. Seeing none, we  
12 will take this application under advisement and we  
13 will get back to the applicant.

14                   The next item on the agenda is an  
15 application for permit transfer. This is from RSA  
16 Media, Inc. to RSA Media, LLC.

17                   Is there anybody here representing  
18 either entity?

19                   SUSAN EASTMAN: Yes, Susan Eastman, RSA  
20 Media.

21                   JOHN ROMANO: Hi, Susan. How are you?  
22 Thank you for being with us here today. And, Susan,  
23 you're representing both groups because this is kind  
24 of just a paperwork change from one entity to the

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1 other of RSA Media, is that correct?

2 SUSAN EASTMAN: That is correct.

3 JOHN ROMANO: Okay. So, there are 24  
4 permits that are being transferred from one entity of  
5 RSA to the other, the LLC. They are listed on the  
6 application. I am not going to read each of the 24.  
7 If there are any -- if anybody has any questions or  
8 concerns about them, please let me know. I'm happy to  
9 take any questions on any of them. It's a simple  
10 transfer between RSA Media, Inc. and RSA Media, LLC.  
11 There are no physical changes to any of the signs or  
12 any of the locations of these permits.

13 (No questions or comments.)

14 JOHN ROMANO: Well, Susan, we reviewed  
15 your application. The application is in order. It is  
16 signed. We do have the proper W-9 and we have the  
17 proper Certificate of Good Standing. So, everything  
18 seems to be in order.

19 Do you have anything that you'd like to  
20 add to your application?

21 SUSAN EASTMAN: No, we do not. Thank  
22 you.

23 JOHN ROMANO: I'm going to have my --  
24 we do, when we do have permit transfers, we do have



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1 our inspectors go take a look at them just to make  
2 sure there's nothing out of the ordinary. So, I'm  
3 going to have my inspector, Chris Chaves, just give a  
4 quick report on his review.

5 Mr. Chaves?

6 CHRISTOPHER CHAVES: Yes, thank you.

7 I reviewed the signs in District 6,  
8 some in District 5. All the ones that I took a look  
9 at haven't changed. Nothing's changed in the area.  
10 You know, so as far as conformity in the field aspect,  
11 nothing has changed.

12 JOHN ROMANO: Okay. Great. So, we  
13 have no issues.

14 Does anybody in the public have any  
15 questions or comments on these from this transfer?

16 (No response.)

17 JOHN ROMANO: Okay. Seeing none, we  
18 will take your application under advisement, Susan,  
19 and we will get back to you soon on this. We'll let  
20 you know.

21 SUSAN EASTMAN: Thank you so much.  
22 Appreciate it.

23 JOHN ROMANO: No problem.

24 Okay. Next item on the agenda is For

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1 the Record, actions taken since the last public  
2 hearing.

3 Mansfield Outdoor transfer to Outdoor  
4 (sic) Media was approved on June 15<sup>th</sup>.

5 And, Carroll Advertising, two  
6 applications for one new structure on Lopes Drive in  
7 Norton, was approved on 6/23/2020.

8 The other items that are on the list  
9 are still under advisement. Nothing new has changed  
10 on them.

11 Does anybody have any questions under  
12 Section 4, For the Record?

13 (No response.)

14 JOHN ROMANO: Hearing none, the last  
15 item on the agenda, public comment. Are there any  
16 public comments to be made on the agenda or any other  
17 items for Outdoor Advertising?

18 (No response.)

19 JOHN ROMANO: Okay, seeing none, we  
20 will call the meeting adjourned at 11:12 a.m. Thank  
21 you all very much. The meeting is adjourned.

22 (Whereupon, the proceedings were concluded  
23 on July 9, 2020 at 11:12 a.m.)

24 //

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C E R T I F I C A T E

I, Judith Luciano, do hereby certify that the foregoing record is a true and accurate transcription of the proceedings in the above-captioned matter to the best of my skill and ability.

*Judith Luciano*

Judith Luciano

\*\*All names not provided were spelled phonetically to the best of my ability.

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