

Office of Outdoor Advertising  
Public Meeting

July 13, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Executive Director

Office of Outdoor Advertising, July 13, 2023

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

2

3 TIM MCCARTHY: Good morning, everybody.

4 My name is Tim McCarthy. I am the Director of Outdoor

5 Advertising for MassDOT. We are here on July 13,

6 2023 at the Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by

8 the Governor's Act, extending virtual public meetings

9 through March 2025.

10 We are running this hearing by Zoom

11 platform.

12 Please note that the meeting is being

13 recorded by our stenographer, who is in attendance.

14 He will provide a transcript of the meeting, and that

15 will be posted on our website when it's available.

16 Before I start my maiden voyage as a

17 new director, I did want to thank, for the record,

18 John Romano, the previous director, for all his help

19 over the last, you know, three, four weeks that I've

20 been here. And I want to thank the team, really Lydia

21 and Chris, Jason, Marc, and Jerry, for all the help

22 and support over the last four or five weeks. It's

23 been great. I'm really happy to be a member of this

24 phenomenal team. So, let me get that out of the way

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1 before we even kick off.

2 This meeting is accessible to people  
3 with disabilities and individuals with limited English  
4 proficiency. If you filed a request to be available  
5 today and did not receive it, please contact MassDOT's  
6 Office of Diversity and Civil Rights at 857-368-8580  
7 or you can email them at  
8 [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

9 Jerry of the staff will go through the  
10 Zoom controls for this meeting.

11 Please note that accessible versions of  
12 the meeting materials have been previously posted on  
13 our website and will be referred to in this meeting.  
14 I will post the links in the Question and Answer box.

15 I'll go through the agenda.

16 The sign-in sheet, obviously, we  
17 physically can't sign the sign-in sheet, but by  
18 signing up for the webinar, we have a list of those  
19 who are in attendance based on that.

20 On the screen is the agenda. And what  
21 we'll do is I will go through each item and then we'll  
22 ask questions of the proponents.

23 Just so you know, everybody in the  
24 public is currently muted. Your camera is off.

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1                   If you would like to speak at some  
2 point during the meeting when public comment is  
3 requested, you can use the raise your hand function,  
4 as Jerry is going to describe here in a moment, or you  
5 can put your answer (sic) in the Question and Answer  
6 box.

7                   Also, please provide a note of your  
8 comments in writing, are always welcome, and emails  
9 are always welcome as well.

10                  And for anybody who may be new, like  
11 myself, we do not make any decisions at this meeting.  
12 Everything is taken under advisement. Usually, we  
13 make the decision within a week or two. That will  
14 give us time to have write-in comments or email  
15 address comments as well. If you do have a comment  
16 and you'd like to have that emailed, our email address  
17 is [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). And you can send  
18 us your comments there.

19                  Also, we will have public comments at  
20 the end of each item and a final chance for overall  
21 comments at the end of the agenda.

22                  So, thanks very much for attending our  
23 meeting.

24                  With that, Jerry, I'll hand it over to

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1 you.

2 GERARD KELLEHER: Okay. Thanks.

3 Not to belabor those points, but check  
4 your microphone icon. Make sure your microphone is  
5 working. And the video is only restricted to the  
6 panelists.

7 The ID for this meeting is 910 1703  
8 9728.

9 If you have any technical problems, you  
10 can always call into the number shown, which is 301-  
11 715-8592.

12 When you decide to ask a question, just  
13 raise your hand, as Tim said, and then state your name  
14 for the record.

15 If you're calling in on the phone, just  
16 dial \*9, and I'll call out the last three digits of  
17 your phone number and unmute your audio when it's your  
18 turn to speak.

19 And please keep the comment to the item  
20 agenda that we're discussing at that time.

21 And there's a general comment period at  
22 the end of the meeting for any general overall  
23 questions about outdoor advertising.

24 So, with that said, I'm pleased to turn

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1 it back to Tim McCarthy, our new Director.

2 Thank you.

3 TIM MCCARTHY: Thanks, Jerry.

4 So, the first agenda item is a new  
5 application for licenses, New Tradition Holdings, LLC,  
6 588 Broadway, Suite 905, New York, New York, 10012.  
7 The application contact is Brett.

8 Is Brett, or somebody representing the  
9 company, on the call?

10 (No response.)

11 GERALD KELLEHER: No hands.

12 CHRISTOPHER CHAVES: Jerry, I think  
13 you've got a hand raised there, Joe Guarino

14 GERARD KELLEHER: Oh, okay. Oh, there  
15 we go.

16 Joe, go ahead.

17 JOE GUARINO: Good morning. Welcome,  
18 Director McCarthy. A pleasure to be here. Joe  
19 Guarino here, New Tradition, EVP of Real Estate.

20 TIM MCCARTHY: Thank you. Nice to meet  
21 you.

22 JOE GUARINO: Likewise.

23 TIM MCCARTHY: Okay. If you could just  
24 tell us -- it seems like your paperwork has been

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1 reviewed. It's in order.

2 Your additional documentation, W-9, and  
3 your Certificate of Good Standing is in order.

4 Do you have anything to add to your  
5 application?

6 JOE GUARINO: Not at this time.

7 TIM MCCARTHY: Not at this time. Okay.  
8 So, we will take this into consideration.

9 JOE GUARINO: Thank you very much.

10 TIM MCCARTHY: Thank you.

11 Okay. Next on the agenda is a new  
12 application for transfer of permits. RSA Media, LLC  
13 is the transferor. H&H Builders, Inc. is the  
14 transferee. It is Permit Number 33252 and 33350. The  
15 location is 149 Buttonwood Street.

16 Is there anybody from the application  
17 online?

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

20 TIM MCCARTHY: Hi, Susan. How are you?

21 SUSAN EASTMAN: I'm very well.

22 Welcome, Executive Director McCarthy.

23 TIM MCCARTHY: Thanks so much.

24 Appreciate it. It's got a ring to it.

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1                   Okay. So, Susan, your paperwork seems  
2 to be in order. This is just a simple transfer.

3                   Chris, I'll hand it over to you as you  
4 went out to the site.

5                   CHRISTOPHER CHAVES: Thank you,  
6 Director.

7                   Jerry, I think you have to share  
8 Jason's screen.

9                   GERARD KELLEHER: Yeah. You've got it.  
10 Okay. Thank you.

11                   CHRISTOPHER CHAVES: You're welcome.

12                   So, this is a two-sided static sign  
13 existing on the roof of the building at ATS Heavy  
14 Equipment. This location is conforming. There are  
15 multiple businesses within 500 feet. There are no  
16 spacing issues to any other signs. There is a sign,  
17 permitted sign, to the south that's over 500 feet. No  
18 issues to speak of. Looks good from the field  
19 standpoint.

20                   TIM MCCARTHY: Okay. Thanks so much,  
21 Susan. It was a pleasure meeting you. We'll take  
22 this under consideration.

23                   SUSAN EASTMAN: Thank you.

24                   TIM MCCARTHY: You'll have our answer



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1 within a week or two.

2 SUSAN EASTMAN: Thank you.

3 TIM MCCARTHY: Thank you.

4 Okay. That was a very short agenda,  
5 which is okay.

6 For the Record, there's some actions  
7 taken since the last meeting. You can see all of  
8 those actions on our web page.

9 GERARD KELLEHER: Tim, do you want to  
10 just approve the minutes from the last meeting?

11 TIM MCCARTHY: Yes. Yes. I do have  
12 the June 8, 2023 meeting, which was John's swan song.  
13 So, I move to have those minutes approved. If anybody  
14 has any comments on that?

15 (No response.)

16 GERARD KELLEHER: I'm not seeing any.

17 TIM MCCARTHY: Hearing and seeing none,  
18 I make a motion that those minutes are approved.

19 GERARD KELLEHER: Okay. So moved.

20 TIM MCCARTHY: Is there any public  
21 comment on any of the minutes or any of the  
22 proceedings that have happened at today's meeting?

23 I think Joe has his hand up. Is that a  
24 new hand or an old hand, Joe?

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1 GERARD KELLEHER: That was an old hand.

2 TIM MCCARTHY: Old hand.

3 GERARD KELLEHER: I took it down.

4 Thanks.

5 TIM MCCARTHY: Okay. I don't see any  
6 public comments. Does anybody else have anything?

7 Anybody else have any comments? No?

8 (No response.)

9 TIM MCCARTHY: I will say, for my first  
10 one, this was a sprint, not a marathon.

11 GERARD KELLEHER: Right.

12 TIM MCCARTHY: Well, I move to adjourn  
13 the meeting.

14 Thanks, again, for participating. And  
15 I will have those answers later on in the week or two.  
16 And we'll see you all in August.

17 Have a great day.

18 (Whereupon, the proceedings were  
19 concluded on July 13, 2023, at 11:12 a.m.)

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22 //

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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.