

Office of Outdoor Advertising
Public Meeting

March 10, 2022

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, March 10, 2022

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

2

3 JOHN ROMANO: Good morning, everybody.
4 My name is John Romano. I am the Director of Outdoor
5 Advertising for MassDOT. We are here for our March
6 2022 Office of Outdoor Advertising meeting.

7 This meeting is being held virtually by
8 the June 16th Act extending certain COVID-19 measures
9 adopted during the State of Emergency, which has been
10 further extended through July 15, 2022 by the
11 Governor.

12 We are running this hearing by Zoom
13 platform.

14 Please note that this meeting is being
15 recorded by our stenographer, who is in attendance,
16 and will provide a transcript of the meeting, as
17 always, and it will be posted on our website when it
18 is ready.

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

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1 Please note that accessible versions of
2 the meeting materials have been previously posted to
3 the OOA website and will be referred to in the
4 meeting. A link to these documents is also posted in
5 the Q&A box today.

6 I am going to ask Jerry Kelleher of my
7 staff to review the Zoom controls.

8 He will, first, announce the
9 information for Zoom, which is currently posted on the
10 screen, and then he'll go over the Zoom controls.

11 So, Jerry, if you could do that, that
12 would be great.

13 GERARD KELLEHER: All right. Thank
14 you, John.

15 Jason is having some technical
16 difficulties, but he's trying to get in there, just so
17 you know.

18 JOHN ROMANO: Okay. No problem.

19 GERARD KELLEHER: All right. So,
20 today's hearing is the Webinar ID 947 8902 6800, and
21 the passcode, they've tightened them up with Zoom so
22 they're a little more detailed, d*HAWt.eh1.

23 JOHN ROMANO: The dial-in number,
24 Jerry?

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1 GERARD KELLEHER: The dial-in number is
2 301-715-8592.

3 And just a few controls.

4 The panelists are the only ones with
5 the camera available to them.

6 The chat and the interpretation is not
7 functional for this webinar.

8 If you would like to ask a question,
9 please raise your hand.

10 And any captioning that you might see
11 is done by Zoom. We're not captioning it from our
12 office.

13 And just a couple more things.

14 Raise your hand to be unmuted for
15 questions.

16 Any questions that you'd like to submit
17 in writing, you can put in the Q&A feature and they'll
18 be addressed.

19 Please state your name before asking a
20 question for the record.

21 Only ask one question or one comment at
22 a time, please, limited to two minutes or less.

23 And, if you'd like to dial in, hit *9
24 and we will call out the last three digits of your

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1 phone number so you'll know when it's your turn to
2 speak. We will unmute you.

3 Please keep the comments to the subject
4 at hand on the agenda. And there will be a general
5 comment section at the end.

6 Okay, John. Thank you.

7 JOHN ROMANO: Thanks, Jerry.

8 So, as always, we are going to run this
9 meeting as close to our regular Outdoor Advertising
10 hearings as possible. They'll be run in the same
11 manner. I will go through the agenda. You know,
12 there is no sign-in sheet, but we do have a record of
13 who signs up for the hearing by Zoom, and we will keep
14 our attendance on that.

15 Jerry, if you could put the agenda up
16 on the screen at time, I'd appreciate that.

17 GERARD KELLEHER: Sure.

18 JOHN ROMANO: We will go through each
19 item. There will be questions asked of the
20 proponents.

21 And, as Jerry stated, everybody in the
22 public is currently muted and your camera is turned
23 off.

24 And, again, if you would like to speak

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1 during the meeting when public comment is requested,
2 use this Raise Your Hand function, as described by
3 Jerry earlier. You can also use the Q&A box. And, if
4 you're on the phone, you can use the *9 function.

5 You will have a chance to make
6 comments. In this case, there are no permits, so it
7 will just be at the end of the agenda.

8 And, also, you can provide comments in
9 writing to us by email as always.

10 For anyone who is new to the hearing
11 today, we do not make any decisions at the actual
12 hearing. Every item is taken under advisement, and
13 decisions are made usually within a few weeks, and
14 many times as early as a week. We will give time for
15 write-in comments through our email address, which is
16 OOAInformation@dot.state.ma.us.

17 You can send your written comments
18 there.

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

22 With that, Jerry, we will start the
23 meeting.

24 So, we are down to the minutes approval

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1 of the February 10th public meeting. Does anybody have
2 any comments or questions on those minutes?

3 (No response.)

4 JOHN ROMANO: I am not seeing any hands
5 up anywhere.

6 Jerry?

7 GERARD KELLEHER: Not at this time.

8 This is from the February minutes.

9 JOHN ROMANO: Yes. Okay. So we will
10 mark those approved. Today is the 10th. Okay.

11 The next item, which would be the
12 actual first agenda item, is -- wait one second.
13 Sorry about that. So, this is the application for a
14 transfer of permits. And it's from JNJ Media is the
15 transferor, and it's going to Interstate JNJ, LLC, the
16 transferee. And these are two permits, Permit
17 2015D001, 187 Page Street in Stoughton, MA, as well as
18 Permit 2015D002.

19 Is there anybody here representing
20 either of the parties? If you're here, could you
21 please state your name for the record and the company
22 that you represent?

23 KENNETH ROWELL: Ken Rowell from
24 Interstate Outdoor.

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1 JOSEPH DIDEROT: My name is Joseph
2 Diderot from JNJ Media.

3 JOHN ROMANO: Okay. Welcome,
4 gentlemen.

5 KENNETH ROWELL: Thank you.

6 JOHN ROMANO: Just give me a second to
7 jot that down.

8 Okay. So, gentlemen, we have reviewed
9 the paperwork that has been submitted for the
10 transfer. Everything appears to be in order from a
11 paperwork standpoint. The application has been
12 properly processed. The proper fee has been
13 submitted.

14 I did have my inspector, as we do with
15 all transfers, Chris Chaves did go out and do an
16 inspection on this. So, I'm going to have Chris give
17 a little report from the field on this.

18 CHRISTOPHER CHAVES: Thanks, John.

19 This is an existing, two-sided
20 electronic board, although one side has been running
21 static for some years. They do have an electronic
22 permit. It is facing Route 24 north and south. There
23 are multiple businesses in that area. There's no
24 issues with this site.

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1 JOHN ROMANO: And these sites were
2 conforming when they were originally and are
3 continuing to be conforming, that's correct, right,
4 Chris?

5 CHRISTOPHER CHAVES: Absolutely. Yes.

6 JOHN ROMANO: So, Mr. Rowell, a couple
7 of things as you're going to be the one getting --
8 that these permits are being transferred to, so, two
9 things.

10 One, in our conversation that we had
11 previous, I know that you are looking to change the
12 static to a digital board, as is permitted by us. And
13 we did -- I did ask for and did receive from the Town
14 just a confirmation from them that they are still --
15 because that was a few years ago -- and they are still
16 on board with that and have no issues with that. So,
17 that permit is still in effect and can still be
18 effectuated. Just if you would let us know when you
19 do turn that to digital so that we can go out and do
20 an inspection on that, that would be appreciated.

21 KENNETH ROWELL: Of course.

22 JOHN ROMANO: The other thing that we
23 would let you know, that when you do put the digital
24 up, if any tree-trimming or anything of the like might

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1 need to be required, that is a separate permit that is
2 needed from the District office, and you would need to
3 contact them directly and obtain that prior to any of
4 that type of work being done. That's an active permit
5 that's done directly through the District and not
6 through my office.

7 KENNETH ROWELL: Okay.

8 JOHN ROMANO: Any questions or concerns
9 with that?

10 KENNETH ROWELL: No, completely
11 understood.

12 JOHN ROMANO: Okay. Good. So,
13 anything you'd like to add to your application at this
14 time?

15 KENNETH ROWELL: Not at this time,
16 thank you.

17 JOHN ROMANO: Okay. So, with that, are
18 there any comments or questions from anybody that's in
19 attendance?

20 (No response.)

21 GERARD KELLEHER: I don't see anything.

22 JOHN ROMANO: All right. I'm not
23 seeing any hands either, Jerry.

24 Okay. With that, gentlemen, we will

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1 take this application under advisement, and we will
2 get back to you.

3 KENNETH ROWELL: Thank you.

4 JOSEPH DIDEROT: Very good. Thank you.

5 JOHN ROMANO: Okay. The next item up
6 here is -- this is also a set of transfers of a bunch
7 of permits. This is Motivate International,
8 transferor, to Lyft Bikes and Scooters, LLC,
9 transferee. It is a set of bike kiosks. There are a
10 bunch of locations in Everett. And they are 98
11 Horizon Way, 50 Broadway, Broadway at Beacham Street,
12 90 Main Street, 38 Norman Street, 280 Main Street, 432
13 Broadway, 548 Broadway, 317 Ferry Street, 153 Ferry
14 Street, and 201 Chelsea Street.

15 And, I believe this is -- let's see --
16 the owners are the same company, just a change of the
17 entity. And, Stacey Dailey is the regulatory counsel.
18 I'm not sure if Stacey or one of their representatives
19 are here. If you are, could you please state your
20 name for the record?

21 (No response.)

22 JOHN ROMANO: I am not hearing anybody.
23 So, that's okay. As I said, they are pretty much the
24 same company, same people; we've been working with

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1 them regularly.

2 Again, Chris, I know you did the
3 inspections on these. Could you just give your report
4 from the field on this?

5 CHRISTOPHER CHAVES: Yes, John.

6 These are bicycle kiosks, classified as
7 street furniture. They aren't subject to any kind of
8 spacing. They serve a public service. And there are
9 no issues with any of these sites.

10 JOHN ROMANO: Thank you very much.

11 And we reviewed all of the paperwork,
12 the application, the fee, and everything is all in
13 order. So, from that standpoint, there were no
14 issues. Again, this is, basically, just a paperwork
15 change within the same company, but just a different
16 entity.

17 Does anybody have any questions? Does
18 anybody in attendance have any questions or comments
19 on this transfer application?

20 (No response.)

21 GERARD KELLEHER: No hands raised.

22 JOHN ROMANO: I am not seeing any
23 either. Okay. We will take these under advisement
24 and get back to them.

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1 Next item, Item B and C, were 2022
2 Renewals of Outdoor Advertising Licenses and Permits
3 and Unlicensed Permits. There are a handful.

4 Does anybody have any comments or
5 questions on those?

6 (No response.)

7 JOHN ROMANO: Seeing none. Great.

8 Item 4. For the Record - Actions Taken
9 Since the Last Public Hearing. That was Item 4.

10 Does anybody have any questions on Item
11 4? That goes through several pages on the agenda.
12 Any comments or questions?

13 (No response.)

14 JOHN ROMANO: Seeing no hands.

15 The last item, public comment. Any
16 overall or general public comment related to Outdoor
17 Advertising?

18 (No response.)

19 GERARD KELLEHER: No hands raised.

20 JOHN ROMANO: No hands raised.

21 Any comments about Major League
22 Baseball? No, just kidding.

23 Thank you all very much. We will
24 adjourn the hearing at 11:15 a.m.

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1 Thank you all very much. We will see
2 you in April. Nice job, everyone. Thank you for
3 attending.

4 (Whereupon, the proceedings were
5 concluded on March 10, 2022, at 11:15 a.m.)

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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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