CALL TO ORDER

Mayor Gamez called the meeting to order at 6:06 PM.

ROLL CALL

Mayor Gamez, Council Members Espinoza, Mendoza and Rodriguez were present. Absent: Vice Mayor Tovar, Farr, Laborin.

Also Present: City Manager Reyes Medrano Jr., Assistant City Manager John Paul Lopez, City Attorney Chris Schmaltz, Shaunna Lee-Rice Deputy City Clerk

Department Heads: Paul Magallanez Economic Development Director, Chris Hagen City Clerk, Stephen Holliday, Information Technology Director, Wendy Jackson Human Resources Director, Joy McClain Community Services Director, Chief Building Official Mario Rochin, Police Chief Larry Rodriguez Absent: Controller Steven Baumgardt, Diana Quezada Magistrate, Mark Berrelez Utilities Director, George Good Fire Chief, Jason Earp, Public Works Director

PRESENTATION – FOR DISCUSSION ONLY

1. Discussion regarding American Outdoor Advertising.

City Attorney Scott Ruby addressed as a note of point, a quorum of the Council was not present and therefore an official meeting was not held, however, a presentation was made to the attending Council Members. Council Member Espinoza arrived later in the meeting and a quorum was therefore established.

Dustin Jones, of Tiffany & Bosco, P.A. 2520 East Camelback, Phoenix, Arizona presented to Council a Power Point presentation and a short film, “attached here within becomes part of the minutes.” Mr. Jones introduced his clients, American Outdoor Advertising stating that they are interested in bring digital billboard technology to Tolleson for retail advertising.

Mr. Jones discussed the current freeway signage in Tolleson and the possible new locations of a digital display. Mr. Jones stated that the possible location is near the Freightliner sign, currently in existence. City Attorney Ruby questioned the location of the sign and also possible obstruction to the sign. Mr. Jones advised that they would have the project engineer review the site and address those concerns. Mr. Jones further stated that there may need to be a possible text amendment to sign Ordinance, in order to allow for these signs
which would include a design, specific placement provisions, use permit requirements, and a review on a case-by-case basis. City Attorney Ruby questioned what type of amendments would be recommended by the Ordinance that allows for flashing type signs, Mr. Jones advised that ADOT already prohibits any type of flashing signs on the freeway and requires that the billboard not change no more than 7 seconds. Mr. Tom LeClair of American Outdoor Advertising states that their signs in Tempe change every 8 seconds in order to meet the ADOT standard, Mr. Jones also stated that a sign of this nature along a freeway must obtain an ADOT permit.

There was an in depth discussion regarding the possible content advertised on this billboard between Council, the City Attorney, American Outdoor Advertising and Dustin Jones. Mr. LeClair of American Outdoor Advertising stated that they would agree to a self-imposed stipulation of content, as to the Use Permit application.

Mr. Jones offered conceptual designs that included City advertising.

ADJOURNMENT

Mayor Gamez adjourned the Work Study at 6:46 P.M.

APPROVED:

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ADOLFO F. GÁMEZ, MAYOR

ATTEST:

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SHAUNNA LEE-RICE, CITY CLERK

CERTIFICATION


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SHAUNNA LEE-RICE, CITY CLERK