

Town of Homer Planning Board

Minutes for Wednesday, July 26, 2023 Meeting

Board members (absent *)

Michael McMahon, Chairman

Jon Miller *

Erin Mahunik

Bruce Crandall

Zach Young

Chad Butts *

Michael May

Others Present

Lindsay Anderson, Recording Secretary *

Kevin McMahon, CEO *

Pat Snyder, Attorney

Public Attendance: Larry Jones, Gary Lawrence, Fred Forbes, Town Supervisor, Paul Pecorella (by Zoom), Emmanuel Pothos

Chairman Michael McMahon opened the discussion about billboards. Mr. Paul Pecorella was present by Zoom and he made a presentation and answered questions. He is employed by Daktronics, Inc. and is their sales person for upstate New York. Daktronics is a major supplier of digital billboards. For example Lamar Advertising uses 65% Daktronics billboards. All Daktronics' billboards are made in South Dakota.

One big issue they deal with is "sky glow." This can be controlled by pointing the diodes down. Their digital billboards can be programmed to go from 1% to 100% brightness. Their equipment has a 10 year guarantee but usually lasts from 10 to 14 years. Their signs have the ability to provide information concerning amber alerts, silver alerts, and weather alerts.

Zack Young asked about traffic studies and Mr. Pecorella stated that all studies indicate no impact on traffic safety. No moving (video) messages are allowed.

Michael May inquired about any recycling value if the billboards were abandoned. Mr. Pecorella stated that the signs would still have value and would be bought by an advertising company.

Bruce Crandall inquired about the size of the signs. He was informed that Daktronics makes 30 different size signs, but they would recommend 14' by 48' for signs along Route 81.

Mike McMahon made a statement about all the work that had gone into this already and all the work the planning board has done through the years. He is trying to represent the 94 businesses in the Town and the 6210 people in the Town. He was extremely disappointed in the article in the newspaper that implied that the planning board was dragging its feet.

There was a discussion about whether there should be a survey of the citizens' opinions. Bruce Crandall stated that the outcome will depend on how you ask the question.

Fred Forbes stated that he is not an advocate and that he views his job as encouraging a robust debate.

Emmanuel Pothos stated that sign owners could agree to show emergency messages. He also stated his opinion that the landowner's First Amendment rights should be protected.

Larry Jones stated the people don't want the billboards.

Mr. Pecorella had mentioned his belief that some signs had been approved in Rochester with the condition that the signs only be used to advertise Rochester business. It was noted that this clearly appeared to be unconstitutional unless there is some kind of a contractual arrangement that circumvented this problem. Mr. Pecorella said he would attempt to research this situation and get back to the board with more information.

After a short questions and answer period, a motion to adjourn was made by Michael May, seconded by Bruce Crandall, and approved unanimously.