



## 2009 National Alliance of Highway Beautification Agencies Conference

### AGENDA August 9 – 12, 2009

#### Sunday, August 9

TBA	<b>NAHBA Board Lunch Meeting</b>	<i>TBA</i>
1:00 – 6:00 pm	<b>Registration – Set up Exhibits</b>	<i>Meeting Foyer</i>
6:00 – 9:00 pm	<b>Reception</b>	<i>Innsbruck Room</i>

#### Monday, August 10

7:00 – 8:00 am	<b>Continental Breakfast</b>	<i>Meeting Foyer</i>
8:00 – 8:45 am	<b>Opening Ceremony &amp; Welcome Addresses</b> Barbara Wessinger, NAHBA Chair	<i>Heidelberg Room</i>
	<b>Honor Guard Will Post The Colors</b> Missouri State Highway Patrol Corporal Steve Donnell Corporal Don Ivie Trooper Rich Anderson Trooper Tony Sandoval Trooper Kotter Kasischke	
	<b>Welcome from Missouri DOT</b> Dave Nichols - Director of Program Delivery	
	<b>Welcome from City of Branson</b> Raeanne Presley – Mayor of Branson	
8:45 – 9:15 am	<b>FHWA Opening</b> Gerald Solomon – Director, Office of Real Estate Services Update on FHWA	<i>Heidelberg Room</i>

9:15 – 10:30 am      **General Session 1**      *Heidelberg Room*

**TOPIC: DESTROYED SIGN DEFINITION**

**Proposed definition of destroyed sign; overview and developments from the AASHTO Subcommittee meeting; next steps, state reaction, implementation**

MODERATOR: John Garner, Florida DOT

PANEL: Ed Kosola, Realty Specialist, FHWA Washington  
John Garner, Florida DOT

10:30 – 10:45 am      **Break**      *Meeting Foyer*

10:45 – 12:45 pm      **General Session 2**      *Heidelberg Room*

**TOPIC: DIGITAL SIGN ISSUES AND RECENT STUDIES**

1. FHWA-HRT-09-018-*“The Effects of Commercial Electronic Variable Message Sign (CEVMS) on Driver Attention and Distraction: An Update”*  
Thomas Granda, FHWA – February 2009
2. NCHRP Project 20-7 (256)- *“Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs”* – Jerry Wachtel, CPE, President, The Veridian Group, Inc. – April 2009
3. FOARE Study- *“A Study of the Relationship Between Digital Billboards and Traffic Safety in Rochester, MN”*-  
Michael Tantala, PE – April 2009
4. Digital sign issues Q & A

MODERATOR: Barbara Wessinger, South Carolina DOT

SPEAKERS: Thomas Granda, FHWA

Michael Tantala, Tantala Associates, LLC

Jerry Wachtel, The Veridian Group, Inc.

12:45 - 1:45 pm      **Lunch on your own**

1:45 – 2:00 pm      **Participant Roll Call**      *Heidelberg Room*  
**Juanice Hagan, Florida DOT**

2:00 - 3:30 pm

**General Session 3**

*Heidelberg Room*

**TOPIC: ODA CONTROL AND ODA REGULATORY  
STUDY AND NATIONAL STANDARDS**

**Sign Control – When does it begin? When does it end?**

MODERATOR: Joyce Musick, Missouri DOT

SPEAKERS: Michelle Hilary, FHWA

**Project NCHRP 20-7 (247)- “Outdoor Advertising Sign  
Regulation Study”- Clyde Johnson, SR/WA, R/W-RAC  
-May 5, 2009. Discussion of destroyed signs & other  
national standards such as abandoned & discontinued,  
review of report**

MODERATOR: Joyce Musick, Missouri DOT

SPEAKERS: Clyde Johnson, SR/WA, R/W-RAC

3:30 - 3:45 pm

**Break**

3:45 - 4:45 pm

**General Session 4**

*Heidelberg Room*

**TOPIC: CASE LAW UPDATE AND LEGAL ISSUES**

**Case law update and legal discussion**

MODERATOR: Jimmy Isonhood, Mississippi DOT

SPEAKERS: Jimmy Isonhood, Mississippi DOT

4:45 - 6:00 pm

**NAHBA Business Meeting  
FHWA Business Meeting**

*Barcelona/Madrid  
Milan/Venice*

6:30 – 11:00 pm

**Networking, dinner & awards**

*Windsor Room*

**Tuesday, August 11**

6:30 - 7:45 am	<b>NAHBA-FHWA Breakfast Meeting</b>	<i>Chateau Grille</i>
7:00 - 8:00 am	<b>Continental Breakfast</b>	<i>Meeting Foyer</i>
8:00 - 9:15 am	<b>Breakout Session 1</b>	<i>Barcelona/Madrid Rooms</i>

**TOPIC: VALUATION**

**Regulatory impact on the value of billboards**

MODERATOR: Jessica Sawyer, Missouri DOT  
SPEAKERS: Rodolfo (Rudi) J. Aguilar, Pyburn & Odom MCA, LLC  
J. Allen Smith, SettlePou  
Dwain Stoops, MetroSouth Realty Services, Inc.

**OR**

<b>Breakout Session 2</b>	<i>Milan/Venice Rooms</i>
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**TOPIC: INVENTORY CONTROL ROUNDTABLE**

**Inventory program roundtable; TE funding for inventory**

MODERATOR: John Garner, Florida DOT  
SPEAKERS: John Garner, Florida DOT  
Edward Kosola, FHWA Washington

9:15 – 9:20 am	CHANGE ROOMS FOR NEXT SESSIONS
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9:20 – 10:45 am	<b>Breakout Session 3</b>	<i>Barcelona/Madrid</i>
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**TOPIC: ADVERTISING CONTROL ON RIGHT OF WAY & PERMIT FEES**

- 1. Illinois Toll Highway Authority billboard issues along the Interstate Toll Highways in the Chicago area, e.g., CEVMS proposals in their oasis areas and compliance issues with the 1965 HBA Act and State/Fed agreements**
- 2. Acknowledgement signs – floral billboards**
- 3. OAC permit fees**

MODERATOR: Barbara Wessinger, South Carolina DOT  
SPEAKERS: Don Keith, FHWA Illinois  
Marian Patton, Louisiana DOT

Barbara Wessinger, South Carolina DOT

**OR**

**Breakout Session 4**

*Milan/Venice*

**TOPIC: RELOCATION VS. CONDEMNATION**

**Changing the Paradigm: Considering innovative solutions regarding outdoor advertising relocations can save time and money.**

MODERATOR: Jimmy Isonhood, Mississippi DOT

SPEAKER: Kerry Yoakum, OAAA

**TOPIC: OUTDOOR ADVERTISING PANEL DISCUSSION**

**Various issues such as: mobile advertising, temporary sign structures, tractor trailers, on-premise, free speech, etc.**

MODERATOR: Jimmy Isonhood, Mississippi DOT

PANEL: Jean Todd, Nebraska Dept. of Roads

Montie Smith, Oklahoma DOT

Joyce Musick, Missouri DOT

10:45 – 11:00 am

BREAK

*Meeting Foyer*

11:00 – 12:30 pm

**Breakout Session 5**

**TOPIC: PILOT PROJECTS & SCENIC HIGHWAYS**

*Barcelona/Madrid*

**Pilot projects: Florida's sign taking project and South Carolina's nonconforming sign upgrade project; OAC issues along our national scenic and state scenic byways**

MODERATOR: Barbara Wessinger, South Carolina DOT

SPEAKERS: John Garner, Florida DOT

Melvyn Cooper, FHWA

Mary Tracy, Scenic America

**OR**

**Breakout Session 6**

*Milan/Venice*

**TOPIC: UTILIZING RESOURCES THROUGH WEBSITES**

1. What information is there for states to use?
2. What information would you like to see?
3. How to effectively use websites.

MODERATOR: Joyce Musick, Missouri DOT

SPEAKERS: Shelley Hynes, Missouri DOT

Jenny Hall, Missouri DOT

12:30 – 12:35 pm CHANGE ROOMS FOR NEXT SESSIONS

12:35 - 1:25 pm **General Session 1**

*Heidelberg Room*

**TOPIC: VEGETATION REMOVAL & ZONING**

**What can you remove/repair from a nonconforming sign?  
Vegetation removal (pros/cons) and zoning**

MODERATOR: Barbara Wessinger, South Carolina DOT

PANEL: Clyde Johnson, SR/WA, R/W-RAC

Gus Cannon, Texas DOT

Juanice Hagen, Florida DOT

1:25 - 1:45 pm **Closing of Open Sessions  
Next year's conference invitation  
Other items of interest**

*Heidelberg Room*

MODERATOR: Barbara Wessinger, South Carolina DOT

1:45 – 2:00 pm **Honor Guard Retire The Colors**  
Missouri State Highway Patrol

2:00 - 3:00 pm **Lunch on your own**

3:00 - 6:00 pm **Field Trip – Ride the Ducks/Tour of Branson**

6:00 pm **Dinner on your own**

**Wednesday, August 12 – State DOT Only (Closed Session)**

7:00 - 8:00 am      **Continental Breakfast**

*Meeting Foyer*

8:00 – 10:15 am      **General Session 1**

*Heidelberg Room*

**TOPIC: BRAINSTORMING NEW DEFINITIONS**

1. **Review, critique and discussion of NCHRP Study on Sign Regulations**
2. **Brainstorming new OAC definitions – what works and what does not. Draft definitions of (a) destroyed signs; (b) abandoned signs; (c) discontinued signs; (d) illegal signs**
3. **Unzoned commercial and industrial areas proposed Definition – what works and what does not**

MODERATOR: Barbara Wessinger, South Carolina DOT

PANEL: Jimmy Isonhood, Mississippi DOT

John Garner, Florida DOT

Clyde Johnson, SR/WA, R/W-RAC

10:15 – 10:30 am      **Break**

10:30 – 12:30 pm      **General Session 1 (Continuation)**

*Heidelberg Room*

**TOPIC: BRAINSTORMING NEW DEFINITIONS**

MODERATOR: Barbara Wessinger, South Carolina DOT

PANEL: Jimmy Isonhood, Mississippi DOT

John Garner, Florida DOT

Clyde Johnson, SR/WA, R/W-RAC

12:30 - 1:00 pm      **Closing Session**

Other items of interest

MODERATOR: Barbara Wessinger, South Carolina DOT