

From: Beau Burkett <beau@burkettmedia.com>
Date: March 20, 2019 at 2:35:53 PM CDT
To: Michael Shannon <michael.shannon@sanantonio.gov>
Subject: [EXTERNAL] Burkett Media - Digital Billboard Comments

Mr. Shannon:

Thanks again to you and your entire staff for giving us an open forum to discuss the proposed digital billboard ordinance changes. Myself and other smaller operators with existing billboards in the city limits voiced our concerns regarding the current proposed ordinance change as it seems to only allow Clear Channel to participate in the digital conversions. Smaller billboard owners in town need to be able to participate in this somehow... I'd like to craft language supporting the smaller operators to be able to do a "one-time" led conversion on an existing sign structure only. In doing so, we would give up 2 faces including a banked existing credit, matching the existing 2 for 1 ordinance in place.

When the digital pilot program initially passed several years ago, it was based on market share and even the smallest operator was given one digital permit. As you stated, only 13 of the 15 were built out. I don't have a problem with the Clear Channel removal of the 8-sheets, in fact, I think that's a great idea for both parties and would help beautify the city but the current deal neglects the owners of billboards in town and we'd like to be involved.

What I'm proposing works due to the fact that we can't erect an entirely new sign, so no new inventory is being added to the market. We would be replacing one existing static face with one LED face, its merely an upgrade to reflect current technology and industry standards. The overall inventory of signs in town would continue to decrease as we have to remove 2 for 1. We would only be allowed to upgrade the one face to digital at a conforming site (meeting current spacing standards) on a highway / interstate that is not part of a scenic or historical byway. I'm also prepared to dedicate annual free space donated to scenic causes, community / city events and public service.

Lastly, myself and other smaller operators having digital signs in town only benefits the economy by creating an alternative to one company owning virtually every digital billboard in town. We would be able to create more competitive rates and give local businesses to opportunity to advertise digitally at spots in town at additional locations they demand.

Thanks for your time and I look forward to discussing this at the next meeting.

Have a good one,

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