



**AGENDA
HARBOR CRA ADVISORY COMMITTEE MEETING
WEDNESDAY, OCTOBER 11, 2023
5:30 PM
DESTIN CITY HALL BOARDROOM**

- 1. CALL TO ORDER**
- 2. ROLL CALL/PLEDGE OF ALLEGIANCE**
- 3. APPROVAL OF MINUTES**
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
 - A) Lamar Advertising - Presentation
(Request from Lamar to be placed on agenda)**
- 6. COMMITTEE MEMBER COMMENTS/QUESTIONS**
 - A) Jim Green- Turn Lane at Marler/98 Intersection**
 - B) Sandy Trammell**
 - C) Mike Buckingham**
 - D) Casey Jones**
 - E) Jan Best**
 - F) Christian Meyers**
 - G) Ian Blaise**
- 7. PUBLIC COMMENTS**
- 8. NEXT MEETING DATE: TBD**

Any person requiring a special accommodation at this hearing because of a disability or physical impairment should contact the City Clerk at (850) 837-4242 at least 48 hours prior to the hearing. If a person decides to appeal any decision made with respect to any matter considered at such meeting, such person will need a record of the proceeding and for such purpose may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. (Sec. 286.0105, Florida Statutes)



LAMAR

PARTNERING WITH THE CITY OF DESTIN

Unify to Beautify!

THE MISSION

Unify to Beautify! Lamar Advertising will partner with the City of Destin to help beautify the landscape by reducing the number of outdoor advertising structures AND upgrading the aesthetics of the remaining Lamar billboards.

THE PLAN

Lamar will reduce the number of Lamar billboards within the City limits by 45%! There are currently eleven (11) structures owned and operated by Lamar Advertising, from the Destin Bridge to just east of Gulfstarr Dr. Lamar is offering to permanently **REMOVE FIVE (5) BILLBOARD STRUCTURES** and upgrade the remaining six (6) to blend within the coastal landscape.

THE AESTHETICS

The Lamar Art Department has created a unique billboard design consistent with the City of Destin's coastal vernacular architectural design theme. The remaining six (6) billboard structures will be rebuilt with this one-of-a-kind architecture, providing unity with the coastal community theme.

The billboard faces will also be upgraded from the dated look of the "old fashioned" billboards to the more contemporary and efficient LED digital billboard faces. The digital components will be regulated and controlled to meet all industry standards and State regulations with no scrolling, flashing, or blinking graphics.

THE POWERLINES

Lamar Advertising will, at our expense, install underground power to all six of the remaining billboard structures, thus contributing to the City's long-term underground powerline project.

THE ADDED PARTNERSHIP BENEFIT

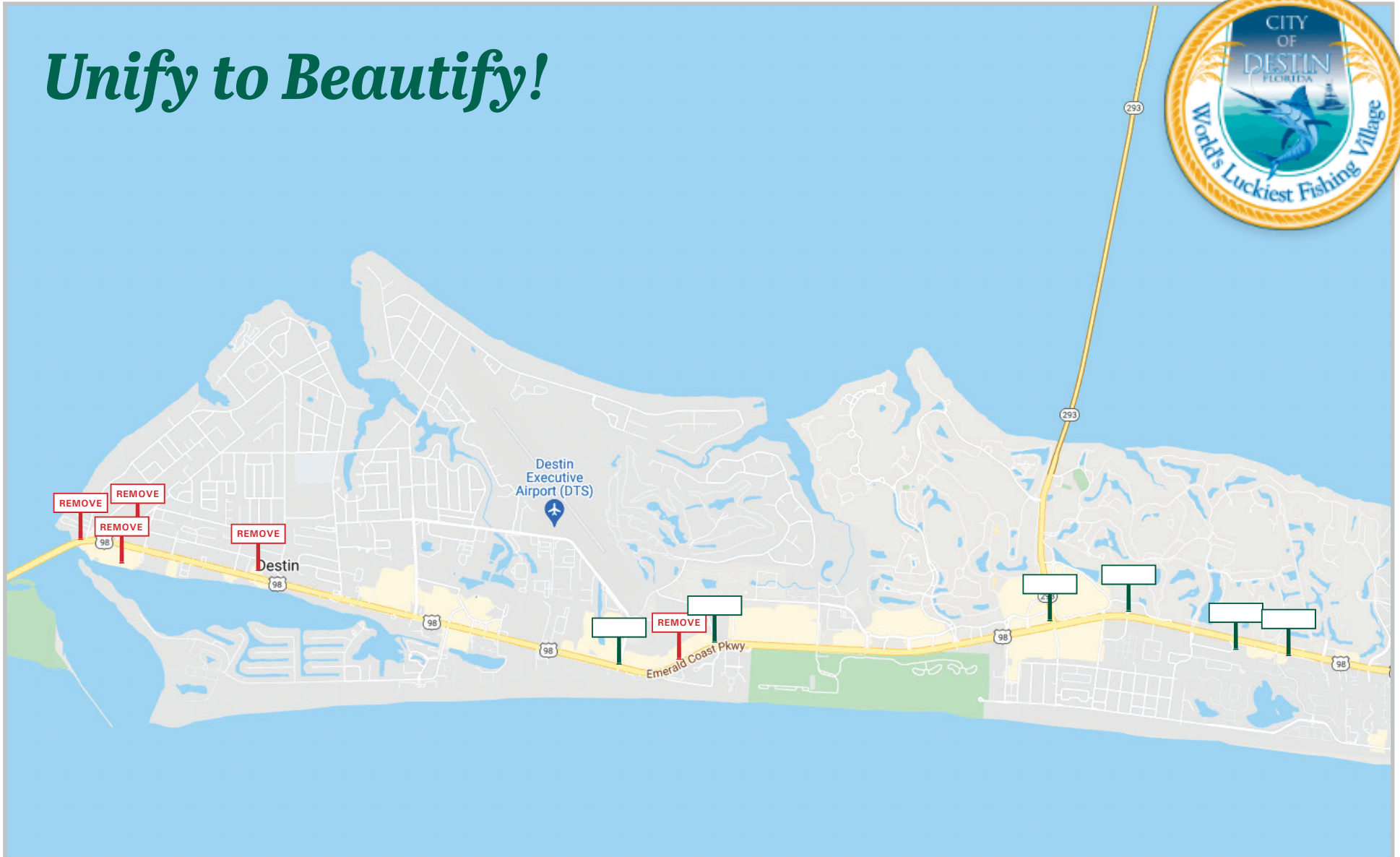
As another benefit of partnership, Lamar will provide the City with one digital spot on each of the remaining six (6) billboard structures. The spot may be used to advertise upcoming events, safety and weather conditions, storm prep and evacuation routes, or anything the City desires to communicate to the community.

The digital display will allow the City to upload and schedule new messages in real time. In the case of an emergency situation that affects the community, a digital board will allow the City to get a message to the public faster than any other media.



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Unify to Beautify!



-----Original Message-----

From: Scott Remington <sremington@clarkpartington.com>

Sent: Thursday, May 11, 2023 12:09 PM

To: Kimberly Kopp <kkopp@romanokopplaw.com>; Louis Zunguze <lzunguze@cityofdestin.com>

Cc: Scott Remington <sremington@clarkpartington.com>

Subject: Lamar Sign Request

Kim & Louis:

I hope this message finds you both well and good. I am following up on the Lamar Proposal. Attached is a clean copy of the proposal.

On behalf of Lamar can I request that we be placed on the Regular Council Meeting scheduled for June 5 or June 20, 2023? We would like to get a date set as soon as practical that allows staff and council time to consider the request and allows Lamar to plan accordingly.

If I need to direct this request to another person, please let me know.

Thank you again for all your assistance with this matter.

Warmest personal regards,

Scott

Scott A. Remington

Warmest personal regards,

SAR

Scott A. Remington

Clark Partington

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