

# MICROFILM DIVIDER

OMB/RECORDS MANAGEMENT DIVISION  
SFN 2053 (2/85) 5M



ROLL NUMBER

DESCRIPTION

2269

2001 SENATE TRANSPORTATION

SB 2269


2001 SENATE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. SB 2269

Senate Transportation Committee

Conference Committee

Hearing Date 2-1-01;2-8-01

Tape Number	Side A	Side B	Meter #
1	x		0- 55.5
2-8-01 1	x		9.0-12.6
Committee Clerk Signature 			

Minutes: SB 2269 relates to a logo sign program.

**Senator Bowman:** (District 39; Supports) States that this bill would provide ND businesses opportunity to expand. Competing for business and offering more services benefits everyone. Gives small businesses an opportunity to expand and allows everyone a chance to utilize these services as they travel. 47 other states have same program.

**Senator D. Mathern:** (District 45; Supports) Supports this bill. States that people will know ahead of time what is available ahead and will not have to do U-turns. Mom and Pop shops can't afford a billboard so this would help them out. Also, free enterprise would stay alive and well in ND. There is no cost to the state, this is maintained by the companies.

**Mark (Olle) Goldberg:** (Mayor of Medora; Supports) Medora is 1 tourist attraction. Has received many complaints that there is no signs to identify places of business in Medora. It's all small town ND problem. Tourists don't know what facilities are available. Everyone who pays for gas, pays for these rights. This would rejuvenate extra money for small towns.

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**Ron Wanner:** (President of West River Tourism Counsel; Supports) International travel is going to get very busy soon. Logo signs are like a welcome mat. This would bring positive effects to ND.

**Bruce Kaye:** ( Theodore Roosevelt National Park; Supports) Strongly in favor. Tourism is vital to ND economy. If we don't take advantage of the number of tourists here, we've lost a great opportunity. These signs greatly assist foreigners and out-of-staters. Program where everyone seems to win.

**Terri Thiel:** ( Executive Director Dickinson CVB; Supports) See attached testimony.

**Harold Newman:** (Newman Signs; Opposes) See attached pictures. come up 12 times over a period of 34 years. It's been rejected 12 times for a number of reasons. He states that he employees 300 employees and would like to keep them. It does cost the state of ND money. The state will need to go out and tell where sign can be placed, structure consistent with other highway signs, spaced accordingly, who's going to police that? State Highway Patrol will and so it will cost taxpayers money. There is also the issue of fairness. Who is going to get those six spots on sign and who is going to decide who gets those spots? It's not fair to some businesses. People also have a tendency to see the big McDonald's arch over the small Mom & Pop logos so this is not helping out small businesses. There are certain requirements to be able to be placed on the sign such as being open 16 hours a day. What happens to the business who is only open for 14 hours a day? This is not going to work in an orderly way.

**Bernie Dardis:** (Cook Sign Company; Opposes) See attached testimony.

**Senator Trenbeath:** The fiscal note indicates an impact of \$5000; comment please.

**Bernie Dardis:** \$5000 is expense of policing displays and is not enough money. The biggest thing I am concerned about is who is going to determine who is on the sign.

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**Carol O'Meara:**( Billboard Advertiser for Newman Signs; Opposes) She states that she called other states with this logo sign program and asked who gets the six spots. All stated the six businesses closest to the exit got the spaces. This isn't fair because large companies usually own businesses off the highway and does nothing for our small town businesses.

**Tom Nelson:** (Vice President of Indigo Sign Company; Opposes) Large companies use the logo signs, that's just the way it ends up working. We currently do have a program that shows what facilities are offered and this lets the consumers choose when they get into town.

**Al Kovlin:** (NDDOT Traffic Operations Engineer; Neutral) See testimony.

Hearing closed.

Committee reopened on SB 2269 on 2-8-01.

Senator O'Connell moves to Do Not Pass. Seconded by Senator Espegard. Roll call taken.

6-0-0 .Floor carrier is Senator O'Connell.

**FISCAL NOTE**  
 Requested by Legislative Council  
 01/22/2001

Bill/Resolution No.: SB 2269

Amendment to:

**1A. State fiscal effect:** *Identify the state fiscal effect and the fiscal effect on agency appropriations compared to funding levels and appropriations anticipated under current law.*

	1999-2001 Biennium		2001-2003 Biennium		2003-2005 Biennium	
	General Fund	Other Funds	General Fund	Other Funds	General Fund	Other Funds
<b>Revenues</b>						
<b>Expenditures</b>						
<b>Appropriations</b>						

**1B. County, city, and school district fiscal effect:** *Identify the fiscal effect on the appropriate political subdivision.*

1999-2001 Biennium			2001-2003 Biennium			2003-2005 Biennium		
Counties	Cities	School Districts	Counties	Cities	School Districts	Counties	Cities	School Districts

**2. Narrative:** *Identify the aspects of the measure which cause fiscal impact and include any comments relevant to your analysis.*

**The fiscal impact of this bill would be less than \$5000 per biennium.**

**3. State fiscal effect detail:** *For information shown under state fiscal effect in 1A, please:*

**A. Revenues:** *Explain the revenue amounts. Provide detail, when appropriate, for each revenue type and fund affected and any amounts included in the executive budget.*

**B. Expenditures:** *Explain the expenditure amounts. Provide detail, when appropriate, for each agency, line item, and fund affected and the number of FTE positions affected.*

**C. Appropriations:** *Explain the appropriation amounts. Provide detail, when appropriate, of the effect on the biennial appropriation for each agency and fund affected and any amounts included in the executive budget. Indicate the relationship between the amounts shown for expenditures and appropriations.*

<b>Name:</b>	Jerry Horner	<b>Agency:</b>	NDDOT
<b>Phone Number:</b>	328-4443	<b>Date Prepared:</b>	01/24/2001



**REPORT OF STANDING COMMITTEE (410)**  
February 8, 2001 4:22 p.m.

**Module No: SR-23-2801**  
**Carrier: O'Connell**  
**Insert LC: . Title: .**

**REPORT OF STANDING COMMITTEE**

**SB 2269: Transportation Committee (Sen. Stenehjem, Chairman) recommends DO NOT PASS (6 YEAS, 0 NAYS, 0 ABSENT AND NOT VOTING). SB 2269 was placed on the Eleventh order on the calendar.**



2001 TESTIMONY

SB 2269

# Business Logo Signs

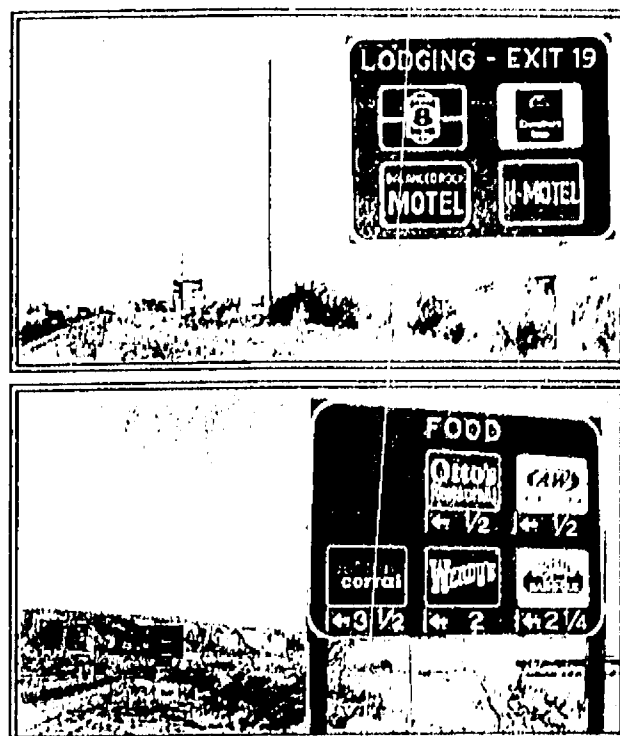
*A must for travelers on North Dakota highways!*

**Issue:** Business Logo Signs (a.k.a. Specific Service Signs) provide travelers with business identification and directional information for essential motorists services.

**Facts:**

- Tourism is the third largest industry in ND and the fastest growing segment of the economy.
- Travelers are already following the Lewis & Clark Trail and this traffic will peak in 2004 through 2006.
- Logo signs will also help ND residents as they travel within the state, either on business or vacation.
- ND is 1 of few states that prohibit logo signs. All of the Midwest and Western states use them.

**Action:** Pass a state law authorizing the ND Department of Transportation (ND DOT) to establish the Business Logo Sign Program. Senator Bowman has introduced a Senate Bill to:



*create and enact a new section to Chapter 39-13 of the North Dakota Century Code, authorizing the Director, ND DOT to establish a business logo sign program.*

**Benefits of Logo Signs:**

- ✓ ND highway travelers know what specific services are available in towns/cities and that these businesses are open. General Service Icons used in ND are not adequate because these services may not be open.
- ✓ Logo signs are essential for small rural communities that are not immediately adjacent to the Interstate or highway. By use of logo signs the businesses in these communities can still attract highway travelers.
- ✓ Logo signs supplement the highway billboard advertisements by providing another advertisement at the specific exit.

**Logo Sign Details:** If enacted, ND DOT would establish a Business Logo Sign Program using a selected committee for advice on specific guidelines that meet North Dakota needs. Items for committee input include: (1) selection of businesses; (2) distance to eligible services; (3) procedures for removal or covering of logo off season; (3) costs for permit, construction, installation, maintenance, and removal of logo signs; and (4) conformance with the following minimum federal guidelines.

- (a) eligible services should not exceed 3 miles except in rural areas where services may be 15 miles away;
- (b) use of GAS signs requires fuel, oil, tire repair, water, restrooms, and phone and that these services must be open 12 to 16 hours per day;
- (c) Use of FOOD signs requires 3 meals a day, 7 days a week and phone;
- (d) use of LODGING signs require adequate sleeping accommodations and phone;
- (e) use of CAMPING signs require adequate parking, sanitary facilities and water.

**For more information contact:**

Medora Mayor, Olie Golberg (701) 623-4828, e-mail [olie@midstate.net](mailto:olie@midstate.net)

Theodore Roosevelt National Park Superintendent, Noel Poe (701) 623-4466, e-mail [noel\\_poe@nps.gov](mailto:noel_poe@nps.gov)

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