

## Resolution

**Whereas** The Durham Convention & Visitors Bureau (DCVB) is an internationally accredited destination marketing organization chartered by state and local governments to attract and serve visitors to Durham, and;

**Whereas** The governing board of DCVB is a tourism development authority authorized by the North Carolina General Assembly to reinvest a portion of the visitor-paid occupancy and tourism development tax in marketing and promotion to increase visitation to Durham, and;

**Whereas** The organization has as one of its overarching goals to steward the sustainability of place-based assets, and;

**Whereas** the NC General Assembly passed into law in 2011 a bill that permits outdoor advertisers to clear cut trees in a zone that was expanded from 250 ft. to 380 ft., and;

**Whereas** a single public hearing was held on December 13, 2011 at 7:00 pm in Raleigh making it difficult for public comment to be heard from citizens throughout the state, and;

**Whereas** the temporary rules related to SB183 enacted by the Rules Review Commission on January 19, 2012 will result in outdoor advertisers being able to cut in March of 2012 without any requirements of replanting, and;

**Whereas** the NC Department of Transportation estimates the value of the public's trees that will be destroyed without recompense to be \$12 million, and;

**Whereas** once the trees are cut the viewshed will suffer irreparably injury;

**Now therefore, be it hereby resolved by the Durham Convention & Visitors Bureau as follows:**

1. That Governor Perdue be asked to halt the temporary billboard rules related to Senate Bill 183 until constitutional and conflict of interest issues related to the legislation can be resolved.
2. That the Department of Transportation be asked to hold additional public hearings about these rules in the Eastern and Western parts of the states so citizens throughout the state have the opportunity to be heard on this issue.

Upon motion properly made and seconded, adopted by the Board at its regularly scheduled meeting of February 28, 2012.