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**MAG Dark Sky Stakeholders Group (DSSG)  
Draft Meeting Notes**

**April 19, 2011**

Nathan Pryor welcomed the group to the March DSSG meeting. Attendees introduced themselves.

Presentations were given by members of the Coalition for Responsible Lighting.

1. Richard Travis, representing the International Council of Shopping Centers, provided an introduction.
2. Trisha Hart from the Arizona Food Marketing Alliance gave a presentation outlining the concerns that the AFMA have regarding the Pattern Outdoor Lighting Code (POLC). She said the concerns that the AFMA has are:
  - a. Safety and security for customers and employees
  - b. Costs associated with implementation of proposed changes
  - c. Lost marketing opportunities
3. Bill Trainor of Tel Tech Networks spoke on behalf of the Arizona Retailers Association about security and lighting at retail centers. He said that the concerns they have are in regard to lighting for the CCTV equipment (cameras). CCTVs need to have dedicated lighting and for best performance and need three times more lighting at night.

Some discussion and questions regarding cameras and lighting for them:

- Howard Anderson mentioned that there are many security cameras on the market at reasonable prices that handle low light situations very well. Bill Trainor responded that in his experience security cameras that work well in low light are very expensive.
- Keith Krueger asked for clarification on the statement about the cameras needing three times more lighting. Bill Trainor responded that he means three times more than the current lighting.

Bill Trainor said that security cameras are used for more than security, but also for risk management in cases of law suits. Doug Atkins, also with Tel Tech Networks, added that as lighting decreases so does the quality of images and effectiveness of the cameras.

4. James Carpentier, representing the Arizona Sign Association and International Sign Association, provided a presentation on the importance of effectively illuminated signs at night. He cited the following in his presentation:
  - a. Effectively illuminated signs are crucial for economic activity and safety
  - b. Not all lighting can be dimmed or turned off

- c. Sign lighting components are becoming more energy efficient and innovative
- d. More research is needed before enacting policies that could harm small business and public safety

James Carpentier said that the Arizona Sign Association and International Sign Association recommend that the sign section *not* be included in the Pattern Outdoor Lighting Code due to the public safety issue and potential economic impacts.

Discussion regarding sign lighting included:

Keith Krueger said that many of the example photos that James Carpentier provided in his presentation were good examples of effective lighting that would be considered compliant with the draft version of the POLC. Rolf Jansen asked for clarification on sign visibility versus readability. James Carpentier said that yes, he is referring to readability and added that contrast and lighting are important for readability.

Gordon Sheffield asked for clarification on a multipanel sign. James Carpentier showed a photo of a shopping center sign that had a panel for each tenant/store in the center. He indicated that the entire panel is lit as one and if stores closed at different times and were subject to a light curfew that individual panels could not be turned off. It would have to be the entire sign, showing all stores, either on or off. Trisha Hart added that in many shopping centers there are directional signs lit to direct customers to parking and various stores.

- 5. Stacey Langford from the Arizona Bankers Association presented the concerns that the Arizona Bankers Association has with regard to the POLC:
  - a. Concern over a specific curfew
  - b. Safety of the customers if there is insufficient lighting
  - c. Banks have 24 hour needs due to 24 hour teller machines and night deposits that require adequate lighting for safety
  - d. Section 13 of the POLC entitled “Law Governing Conflicts” is confusing and would be subjective to enforce

There was some discussion regarding the stated concerns. Elizabeth Alvarez asked if Stacey could provide some data and calculations to further clarify the concerns.

- 6. Gordon Keig, representing Kornwasser Shopping Center Properties and the International Council of Shopping Centers, presented a case study from Lake Pleasant Pavilion in Peoria, Arizona. Major points from his presentation:
  - a. Under Section 3 of the POLC if one of the Major tenants at Lake Pleasant Pavilion vacate the enter center would be subject to the POLC

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- b. Cost to comply with the code would be unduly burdensome to the shopping center industry

There was discussion regarding who bears the costs with regard to electricity costs and lighting changes. Gordon Keig said that the owner bears the costs, not the tenant.

7. Richard Travis provided a summary of the presentations that were given from members of the Coalition for Responsible Lighting. He stated the following points:
  - a. The Coalition is concerned for public/community safety with regards to lighting
  - b. Costs associated with complying with the POLC would be unduly burdensome to the industry
  - c. Loss of sales
  - d. The Coalition opposes the POLC as currently written

Additional discussion included the following comments:

Keith Krueger said that the POLC is an important effort not only for the MAG region but for the State. He said that it builds the character of the State.

Gordon Keig said that there are problems with the ordinance and he has not seen a demonstrated need from the astronomy community.

Elizabeth Alvarez responded to Gordon Keig's comment about a demonstrated need and referred to Richard Green's presentation from the February 2011 meeting.

Discussion of Next Steps:

Nathan Pryor went over the next steps for the Dark Sky Stakeholders Group (DSSG). He provided an overview of the MAG process. He said that the goal is create a balanced document to present to MAG Management Committee. This document will be a Resource Guide for MAG Member agencies with an accompanying Report. Concerns and comments from stakeholders will be included in the document if anyone wishes to submit their comments in writing.

The next meeting of the Dark Sky Stakeholder Group will be June 21, 2011.