

# ROCHESTER

*Minnesota*



ROGER PETERSON  
Chief of Police  
Rochester Police Department  
101 4th St. S.E.  
Rochester, MN 55904-3761  
[www.rochestermn.gov](http://www.rochestermn.gov)

December 2, 2008

To Whom It May Concern,

Approximately one year ago, Magic Media offered to incorporate the national Amber Alert System into their digital billboards in Rochester, MN. If the need arises, the Rochester Police Department can immediately take over all of the digital billboards letting the public know that an incident exists. Not only is this program being provided at no expense to the taxpayers, but Magic Media also had a technician train me on its operation without a fee. Time is of the essence in the case of a child abduction, and this system is unsurpassed in getting the name and photograph in front of the public.

To the best of my recollection, Magic Media installed its first digital display about two years ago. They placed them on city streets where the vehicle speed is slow and some traffic signals exist. In fact, one location is at two main intersecting streets, Broadway and Civic Center Drive. Despite being placed on heavily traveled city streets, there has not been one accident attributed to a driver being distracted by the billboard.

Magic Media has been generous and law abiding in working with the public safety agencies in Rochester, MN and I have no reason to believe that the new digital billboards are unsafe to motorists.

Sincerely,

  
Gary Mulleneaux, Communications Manager  
Rochester Police Department  
101 4<sup>th</sup> Street SE  
Rochester, MN 55904  
Phone: (507) 328-6908  
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# ROCHESTER AREA

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## CHAMBER OF COMMERCE

December 1, 2008

To whom it may concern:

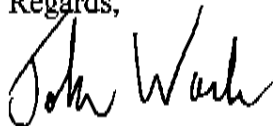
Our mission statement is "To lead, inform, advocate and advance business interests for members; and to promote a healthy community and a growing community." We are very pleased with the investment Magic Media has made in our community as it emulates our mission.

Magic Media has made a considerable investment in the City of Rochester by placing five (5) digital display billboards throughout the community allowing for low cost market coverage for local businesses to reach their targeted audience with their messages. The displays are not only clean and modern in appearance but our members believe having the ability to change their message quickly and without additional production costs is a tremendous asset.

As a good corporate citizen, Magic Media has worked with the City of Rochester, the Downtown Development Authority, the Chamber and various charities by donating ad space to help in their causes. In addition, Magic Media participates in the national Amber Alert program to swiftly identify any local or national disaster on these displays.

I welcome the opportunity to support Magic Media in their effort to upgrade their inventory in the City of Faribault and bring with their investment an economical means for the local businesses to control advertising costs and increase awareness.

Regards,



John Wade  
Chamber President



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December 1, 2008

As the City of Rochester Council President, I listened to many opinions and concerns about off-premise digital billboards before there was one in place in our city. After working with Magic Media and learning of the standards and policies they were adhering to, the city agreed to allow them to install their first one about two years ago. Since then, four additional existing static billboards were converted and history has proven that the initial concerns were unfounded.

Magic Media has worked with the City of Rochester and agreed to a policy of not allowing the messages to flash, scroll or have any streaming video. The ambient lighting is within our ordinance standards and most importantly, there has not been any suggestion that these displays have remotely caused any accidents.

Furthermore, these displays can be used for informing the community instantaneously of events, concerts, promotions and even traffic issues. In addition, Magic Media has teamed with the City of Rochester and the Sheriff's Department to allow all of the units to display local or national disasters. At the touch of a button, the Sheriff can take control of all of the displays and inform the public of a train derailment, display a criminal they are trying to apprehend or any other such community emergency. Magic Media also participates in the national Amber Alert system to inform the public on these displays to be on the look out of a missing child or person.

In my opinion, dynamic digital billboards enhance our city and we are grateful to Magic Media for teaming with us in helping to make Rochester a safer and more informed city.

Sincerely,

A handwritten signature in black ink that reads "Dennis L. Hanson".

Dennis L. Hanson  
City Council President