

December 10, 2019

City Clerk,

Please consider this letter a request to appear in front of City Council at the upcoming December 16, 2019 council meeting.

My name is Todd Howe and I am the owner of Postcard Portables Regina. Early in 2017 I started looking for a business to purchase. It took several months to find a company that was a fit for my skillset. I went through my due diligence and made sure the business was viable. On August 1st 2018 the purchase of the company was complete. I had made a huge investment with the purchase of Postcard Portables Regina.

However, a few months into my ownership of Postcard Portables Regina I was notified by Doug Hudgin, the President of the Regina Portable Sign Association, of a new proposed sign bylaw which has caused undue long term everyday stress in my life, in addition to the day to day stress of operating my new business. The proposed sign bylaw would have an immediate impact on my business and the viability of my company, my family, existing and future customers.

The impact to small and large business in Regina and their ability to advertise in a cost-effective manner would be severely reduced. I have had many customers convey to me that the rental of my affordable portable signs has increased their sales and grown their businesses. The online petition that the Portable Sign Association advertised was supported and signed by 442 large and small local businesses.

The new proposed bylaw would also impact future business as the distance between a portable sign and permanent billboards has been added as a 30m distance regulation. This means some businesses will be unable to put a portable sign on their property. The rationale for the new proposed bylaw changes relating to portable billboards and portable signs was eventually stated by the City of Regina as being visual integrity. I would like Council to note that our industry was the only one targeted in the outdoor advertising market. The portable sign industry is the only locally owned provider in the outdoor advertising industry.

I would like to thank Mayor Fougere and City Council for the opportunity to speak and your consideration in this matter.

Todd Howe
Postcard Portables Regina