



Lamar Advertising of Toledo

Gregory Churilla
Vice President & General Manager

Good afternoon, my name is Greg Churilla, I am the Vice President and General Manager of Lamar Advertising Company in Toledo, Ohio. Lamar Advertising is a 121-year-old company that operates nationwide in 47 states and Canada. We operate a variety of outdoor displays helping both local businesses and national brands reach broad audiences every day. We live by the Golden Rule, and we operate with honesty and integrity in every aspect of our business. We are open with our employees, transparent with our customers and loyal to the communities in which we serve.

Living in Sylvania, Ohio and running an Outdoor Advertising company for 23 years in Northwest Ohio, I've been able to work with Cannabis companies in Michigan as well as having the unique opportunity to observe the Cannabis industry from outside Michigan.

As Vice President and General Manager of Lamar Advertising of Toledo I have experienced firsthand the Out of Home industry working with the state of Michigan to insure reasonable regulations that protect the public and children. Many of these regulations are already in place for advertising alcoholic beverages. Lamar Advertising, has implemented a policy with additional rules and safeguards that every cannabis company must sign off on and adhere to before doing business with Lamar. The rules are as follows:

- All creative must be approved by Management.
- Advertisers must hold necessary state licenses to operate a cannabis business.
- Advertisers have the responsibility to confirm the contracted outdoor locations adhere to all government regulations pertaining to placement prior to signing.
- Advertisements for cannabis must NOT contain:
 - Copy or images that appeal to minors
 - Slang words like "weed" or "pot"
 - Images of the plant leaf
 - False health claims, statements or depictions
 - Images of any product that is ingestible or edible

My criticisms of the Michigan Cannabis law are that there are too many cannabis dispensaries licenses in an area which leads to over saturation in a community and many of the names of the cannabis dispensaries are suspect in who they are targeting. A few examples of these names are "Cookies", "Amazing Budz", "House of Dank", "Mint Cannabis", "Cloud Cannabis", "Skymint", "High Profile" and "Butter". This is an area where the state can control that may minimize the impact to our communities.

I am concerned with the proposed prohibition on billboard advertising of recreational marijuana that punishes the outdoor advertising industry. Rather than an outright prohibition, Ohio has the opportunity to frame fair and reasonable regulations that allow for advertising of Cannabis, while protecting "public safety and children" as the Governor and the legislature has indicated is their desire. Our industry, as we have done for decades in Ohio, wants to work with the legislature and our regulator's, to craft regulations that protect the state and provide for an advertising media that is robust across our state.

Thank you for your time today.

Greg Churilla