

**TOWN OF ST. GEMAIN  
P. O. BOX 7  
ST. GERMAIN, WI 54558**

Minutes, Sexually Oriented Businesses Committee  
September 3, 2020

1. **Call to order:** Meeting called to order by Ritter at 6:30pm from room 4 of the Community Center with everyone else attending virtually.
2. **Verify posting of meeting:** Ritter posted the agenda in accordance with town board posting procedures on August 28, 2020
3. **Roll call, establish a quorum:** Members present – Reuling, McGill, Hiller, Swenson, Ritter  
Absent – Reese
4. **Discuss why signage provisions were intentionally excluded from section 1.410 of the recently updated Zoning Ordinance:** Ritter explained that upon raising the topic of signage with Attorney Jones, he responded that the purpose of the ordinance being drafted was limited to addressing the location and operations of SOBs and that including signage restrictions would therefore be inappropriate. Signage provisions may be considered in another ordinance if deemed necessary.
5. **Discuss the status of a draft Town signage ordinance:** Ritter explained that the draft ordinance he had distributed to the Committee had been prepared sometime prior to April of 2016 when Ritter became a town board member. It had been prepared by an ad hoc committee which included Tom Christensen and Mary Platner. Ritter's first encounter with the draft was during the early stages of the town developing a Code of Ordinances which began approximately mid-2016. Ritter reformatted the draft to correspond with other reformatted town ordinances, but did not make any substantial changes to the content. The reformatted draft signage ordinance has never been reviewed by the town board.
6. **Consider actions to take, if any, to develop signage provisions for sexually oriented businesses:** The unanimous consensus of committee members present was:
  - a. That the Committee should help the town board develop and adopt an ordinance for signs whether or not it includes restrictions specific to SOBs and whether or not limited to off premises signs..
  - b. That committee members need to research existing ordinances and 1<sup>st</sup> Amendment court decisions pertaining to sign ordinances in general as well as specific to SOBs.
  - c. That results of research efforts should be shared via email amongst committee members with the understanding that any discussion of the findings be reserved for meetings of the committee when the discussion topics are properly identified on meeting agendas.
7. **Next meeting:** Tuesday, October 6, 2020, 6:30pm
8. **Adjourn:** Ritter adjourned the meeting at 7:15pm