

**Autumn Magazine 2019**

## *Silver State Summary* by Peter Krueger

### **Reno City Council Votes to Regulate Fuel Prices**

By Miranda Hoover, Capitol Partners

*Thank you to all our members who were involved in our grassroots effort* to dissuade the members of the Reno City Council from approving a new sign ordinance that limits how often a digital gasoline price sign may be changed in a 24-hour period, and limits the brightness of the sign at night.

As originally proposed by the Reno Planning Commission at their July 17th meeting, digital signs could be installed by gas stations within certain planning zones, but would be regulated to emit no more than 150 NITS at night; by comparison, a flat screen TV emits 350 NITS on average. An amendment by a citizen activist group to regulate flip times was also adopted and recommended by the Planning Commission. This regulation would put a restriction on how often a digital price sign may change the gas prices by restricting the flip to once every 24-hours. Because of a strong grassroots effort by our members and other industry stakeholders, we were able to increase the regulated “flip time” (or how often the price sign changes) from the original language of once per day to once an hour.

While this is a partial victory for us it still is an unacceptable outcome. The 6-0 City Council vote yesterday (August 14th) in favor of both restrictions has clearly indicated they don't understand or support free enterprise and the right of a business owner to make decisions that help ensure the profitability of their company.

Your association is committed to continuing the fight to eliminate both the restrictions on price changes and the brightness of price signs at night. We also believe that the Commerce Clause may limit the City from imposing limits on pricing changes as proposed in the ordinance.

Your continued involvement is critical to this effort. Grassroots activation in the Reno area was crucial to making the City Council reconsider the proposed changes. NPM&CSA must expand its grassroots efforts not just for this project but for all efforts at the federal, state and local levels. To that end, we will begin surveying our members to learn more about your business. To best serve you, capturing where your facilities are is crucial towards our goal: which Congressional districts, State Senate and Assembly districts, city and county wards/districts you are located in. We need to be able to tell our story quickly and to the right audience.

### **2020 BIG DOGS HOWL!**

***Mark Your Calendar!*** Red Rock Hotel in Las Vegas, Nevada. Bowling extravaganza and Golf on May 7-8, 2020.