

WILLIAM D. BRINTON
1835 CHALLEN AVENUE
JACKSONVILLE, FLORIDA 32205

June 16, 2017

Mr. J. Peter Jost, Esq.
65 West Main Street
Clinton, New Jersey 08809

Dear Peter:

I hope this letter finds you well. I enjoyed working with you as a professional and a colleague.

Much (or even most) of my life's work has been dedicated to making communities throughout the country, including our own community, better places to live through scenic conservation efforts. To continue that work, it is my desire to leave a strong nonprofit anchored in Jacksonville that can provide guidance and education to individuals and communities facing scenic conservation issues.

It is my hope that future generations will find the means to remove blight from the nation's landscapes, and to prevent it from getting there in the first place. To that end, I am recruiting young lawyers in the Northeast Florida area to continue

my work. I know you know the value of the pro bono work we've done here over the past several decades, as well as one individual's ability to make a positive difference in the world.

The vast majority of the amicus briefs on the part of Scenic America and other scenic interest over the last few decades have been authored here in Jacksonville, and filed in state and federal courts across America, including briefs related to battles emanating in Hawaii, California, Arizona, Nevada, Minnesota, Kentucky, Illinois, North Carolina, South Carolina, Maryland, Maine, Florida, Georgia, Alabama, Tennessee, and Texas.

With a strong citizen base here, Scenic Jacksonville has been a key participant in the effort to conserve and protect scenic beauty throughout the country. With a successful citizen tree conservation initiative in 2000, we were able to establish minimum standards for tree conservation throughout Duval County. The public schools in Jacksonville are wrapping up a tree planting program at each of the 160-plus schools using funds from the trust fund established by that initiative. Our billboard initiative was successful in prohibiting new billboards and removing more than one thousand billboards from the Jacksonville landscape. When the outdoor advertising industry pushed back, we

spent years fighting in the state legislature and courts to enforce our victory. Our efforts here were noticed and followed elsewhere throughout the country.

While I am still here on this Earth, I want to do whatever I can to ensure the success of the scenic conservation movement. I believe that Jacksonville should remain a center for advocacy on behalf of national scenic conservation movement, and with your help it can.

It was many years ago when I first had the idea of establishing an endowment fund in Jacksonville for just that purpose. Now, my friends and colleagues have decided to help me realize that goal—by celebrating the 30th anniversary of the citizen victory over the outdoor advertising industry and establishing the endowment in my honor.

We are more than halfway toward raising \$300,000 for the fund, but we still need to raise \$100,000 to meet our target. Please consider making a contribution to this endowment in an amount that you deem to be appropriate given the challenges we face.

Thank you.

Respectfully,

A handwritten signature in black ink, appearing to read "Bill Brinton". The signature is fluid and cursive, with the first name "Bill" and last name "Brinton" clearly distinguishable.

Bill Brinton