



Connecticut Self Storage Association

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TESTIMONY OF
CONNECTICUT SELF STORAGE ASSOCIATION (CTSSA)
SUPPORTING
HB-6966, AN ACT CONCERNING MUNICIPAL NEWSPAPER POSTINGS
BEFORE THE
PLANNING & DEVELOPMENT COMMITTEE
MARCH 11, 2015

*The Connecticut Self Storage Association (“CTSSA”) is a non-profit association representing self storage facility owners across the State of Connecticut. While we have a handful of large operators in the state, most self storage owners are small-business people with one or two facilities. These facilities are located in nearly every legislative district with multiple facilities in the more densely populated areas of the state. As part of our mission, CTSSA works with government officials to promote public policies that ensure the professionalism and competitiveness of self storage facilities. CTSSA serves as an informative and authoritative resource to policy-makers on topics related to self storage and commercial real estate. On behalf of our membership, CTSSA thanks the Committee for hearing this bill and **offers the following comments in support of the aforementioned legislation with a suggestion for amendment:***

CTSSA supports this bill, which is merely enabling legislation that would allow for the posting of legal notices on the internet in lieu of a traditional newspaper posting so long as a brief summary with a directive to the website is still published. This is a common sense measure and seems to be a fair compromise that will save municipalities time and money; and allow the true intent of legal notifications to be fulfilled by reaching a wider audience through the internet rather than through traditional newspapers. Modern reality and the widespread use and availability of technology dictates these types of common sense changes to our statutes.

Furthermore, **CTSSA would ask the Committee and the legislature to consider amending HB-6966 to extend similar relief to self storage facility owners who must comply with similar publication requirements by allowing self storage facilities to advertise legal notices required under the self storage “lien law” (C.G.S. § 42-164) on the internet.**

Under C.G.S. § 42-164, self storage facility owners who avail themselves to Connecticut’s “lien law” must provide notice of a public sale or disposition of property in a newspaper in the municipality where the facility is located. While newspapers were the only avenue of choice years ago, CTSSA has found that the results our industry realizes from newspaper advertising no longer achieves the desired outcome for the small business owner or self storage customers. Facilities have experienced a dramatic decline in the number of bidders at a sale, and need to broaden the scope and method of advertising to include the internet. With newspaper circulation and readership declining to an all-time low, this method of advertising fails to serve the intended purpose of ensuring that a reasonable number of qualified bidders are present for the lien sale.

Additionally, logic and fairness dictates that the cost savings being afforded municipalities in this bill should be extended to self storage businesses, many of whom are struggling small business owners who would welcome any relief that may be afforded to them. These savings would directly benefit the consumer as well, since advertising costs for the publication of notice of sale become part of the lien amount.

Allowing for the legal notice of sale via the internet will reach a potentially greater audience and garner much greater interest and attendance at the sale. **Connecticut law should be amended to reflect this modern reality and allow for the advertisement (legal notice) of the sale to take place via the internet.**

Thank you for the opportunity to comment, and **CTSSA urges passage of the bill with amendment to include § 42-164.**