

**TRAVEL INFORMATION COUNCIL
QUARTERLY MEETING
Grizzly Peak Room, Ashland Springs Hotel, Ashland
Friday, March 12, 2004 - 9:00 AM**

COUNCIL PARTICIPATING:

Frankie Bell, Chair	Jim McLean, Lodging Industry
Ed Fischer, ODOT	Christina Lilienthal, Public Member
David Porter, Public Member	Roger Rocka, Public Member

ABSENT:

Carol Schmunk, Lodging Industry	Todd Torrey, Outdoor Advertising Industry
Sue Parsons, Electrical Sign Industry	Brian Doherty, Vehicular Service Industry
Carolyn Gilbert, Public Member	

TIC STAFF PARTICIPATING:

Cheryl Gribskov, Executive Director	Craig Tutor, Dev. Marketing Manger
Jim Renner, Deputy Director	Angie Picha, Business Manager

GUESTS

Joe Strahl, Public Works Management; representing North Ashland Interchange Properties, L.L.C.

Frankie Bell opened the council meeting at 9:00 a.m.

I. INTRODUCTIONS

II. APPROVAL OF MINUTES/FINANCIAL REPORTS

A. Approval of December 12, 2003 Minutes

Roger Rocka moved that the minutes be approved with the correction in section 5 – B Heritage Tree Program; the word “spit” replaced with “split”. David Porter seconded the motion. The motion passed with no dissenting votes.

B. Financial Report – Budget Update

Cheryl Gribskov reported that TIC is in good financial health. The expenditures are in line with the budget and income continues to be strong.

III. PRESENTATIONS/PUBLIC HEARING

Cheryl Gribskov introduced Joe Strahl who presented the current status of the Ashland Rest Area and Welcome Center project. The project was open to private contractors to bid on the project. North Ashland Interchange, LCC is the company that successfully bid on the project. Their proposed location is located just off of southbound exit 19 and is a 20 acre piece of property that is at the northwest corner of the interchange. The target date for completion of the project is late summer 2005. ODOT, North Ashland Interchange, and all related parties have asked that Cheryl Gribskov, representing the TIC and the state tourism industry, be the leader in this project.

IV. APPEALS

None

V. PARTNERSHIP REPORTS

A. Historic Trails Advisory Council

Jim Renner thanked the Council for their approval to cover his expenses to participate as part of the Historic Trails Advisory Council, but that he respectfully declines their offer and wished to continue to cover his own expenses.

The Historic Trails Council provided \$5000 in grant funds that covered the cost of updating and producing 25,000 copies of the third edition of the Historical Markers and Heritage Trees brochure.

B. Heritage Tree Program

Jim Renner passed out invitations to the upcoming Statewide Heritage Tree dedication of the Captain Flavel Trees that will take place on April 9 at the Historic Flavel House in Astoria. Also being dedicated are the Frank Lockyear Cedar Grove in Estacada, the Pow-Wow Tree in Gladstone, and the Benedictine Sisters' Sequoia in Mt Angel. Dedication events for the other trees will occur throughout the 2004 year.

C. Historical Marker Program

The Historic Trails Advisory Council provided \$61,000 in 1997 to restore 55 markers. 50 of the 55 markers have been completed and the remaining 5 are anticipated to be finished by September of this year. If there are any remaining funds from the grant after the completion of the restoration project, it will be requested that those funds be reallocated to cover other marker repair.

D. Kiosk Committee

Craig reported that he will be working on a plan to transition into the absorption of the Kiosk Program as one of TICs in-house programs when the contract with StoreyCo ends in July of 2005. He has been in discussions with Mary Graves at the Woodburn Company Stores. Craig anticipates that the Company Stores will be one of the first locations for the new Kiosk design planned.

E. Tripcheck Committee

Craig Tutor reported that TripCheck development is proceeding slowly. The project had become too big and cumbersome so it has been restructured and trimmed back. We should know over the next several months what our part of TripCheck will look like. Craig sent a TripCheck flyer explaining the program out with the Welcome Center Brochure mailing, he has had very good response and interest in the program as a result of it.

F. Vision Committee

There has been no current activity with the Vision Committee.

VI. NEW BUSINESS

A. Next Meeting

The Council discussed dates for the next Quarterly Meeting. Friday, June 4 or 11, 2004 were the two dates suggested, with a meeting location of Pendleton or Bend. The dates were to be submitted to the full Council to see which worked best for the majority.

B. Semi-Independent Legislation Status

Cheryl explained that a proposal has been made by Fred VanNatta to all semi-independent agencies that he monitor the upcoming legislative session and report back to the semi-independents any events that would affect them. His proposal also included legislation regarding the rights of semi-independent agencies to finance property. There was concern from some of the semi-independents that the portion of the proposal that included VanNatta pursuing legislation on the rights of semi-independent agencies to finance property was not a good issue to be part of.

David Porter moved that TIC not use VanNatta to monitor the upcoming legislative session. Ed Fischer seconded the motion. The motion passed with no dissenting votes.

C. Lowell Tiller as Advisor to Council

Jim reported that at the last Council meeting staff was directed to ask Lowell Tiller if he would be interested in acting as an advisor to the Council by attending Historical Marker & Heritage Tree meetings and then reporting back to the Council. General Counsel has advised that the matter of contracting with Lowell take the form of formal consideration and adoption at a Council meeting. This adoption would cover mileage, meal and lodging reimbursement.

A motion was made to cover costs for Lowell to attend Historical Marker and Heritage Tree meetings and one Council meeting per year or as requested by the Council. Jim McLean moved that the motion be accepted. David Porter seconded the motion. The motion passed with no dissenting votes.

D. Tourist Attraction Distance Waiver

Jim reported that Sherman County Museum has submitted an application for TA logos. The facility qualifies, but is located 18 miles from the exit which is further than the current rules allow. TIC is able to grant a specific waiver to permit the signing, but it would be beneficial to develop rules that would address future requests for TA Mileage waivers.

The recommendation was made to allow Sherman County Museum a waiver for TA signing and direct TIC Staff to develop OARs mileage amendments for Council consideration at future meetings. Jim McLean moved that the motion be accepted. David Porter seconded the motion. The motion passed with no dissenting votes.

E. Council Reorganization

Frankie informed the Council that both her and Roger's terms are up in June of this year. It is at the Governor's discretion whether or not they will be reappointed. Currently Frankie is Chair and Roger is Vice-Chair., due to this situation a nomination committee should be formed to appoint new officers. Roger, Ed and Frankie will act as the nominating committee and will bring nominations before the next council meeting in June. Any input from the Council Members would be much appreciated.

VII. OLD BUSINESS

A. County Signing

Last summer the Council allowed TIC to investigate and pursue what taking on a county signing program would entail. Jackson County Public Works is now preparing to contract with TIC to provide signing on their highways. A press kit is being put together and will be sent to notify area businesses of this new opportunity. It is anticipated that Douglas County will be the next county to take advantage of this new program. A May 2004 target date is expected for contracting with Douglas County.

B. Welcome Center Program

Craig shared with the Council that TIC has entered into an agreement with the Tourism Dept. to coordinate the Welcome Center Program. The information has been mailed to last years Brochure Program customers. So far \$20,000 has been received(?) in response to that database mailing. Cheryl worked with Todd Davidson and negotiated for TIC to receive the total income from the Brochure program. A training conference for the Welcome Center staff is set for March 27-30 in Portland and the Hotel Vintage Plaza. Craig reported that we have had a very positive response from the Welcome Center staff at TIC taking over the Welcome Center program.

IX. EXECUTIVE SESSION

None

X. ADJOURNMENT

Frankie adjourned the meeting at 10:30 PM.

Respectfully submitted,

Ed Fischer
Council Secretary – Travel Information Council
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