

**TRAVEL INFORMATION COUNCIL
QUARTERLY MEETING
Metolius Room, Riverhouse Resort, Bend
Friday, June 4, 2004 - 10:00 AM**

COUNCIL PARTICIPATING:

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| Frankie Bell, Chair | Roger Rocka, Public Member |
| Ed Fischer, ODOT | Todd Torrey, Outdoor Advertising Industry |
| David Porter, Public Member | Brian Doherty, Vehicular Service Industry |
| Carol Schmunk, Lodging Industry | Sue Parsons, Electrical Sign Industry |

ABSENT:

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| Jim McLean, Lodging Industry | Christina Lilienthal, Public Member |
| Carolyn Gilbert, Public Member | |

TIC STAFF PARTICIPATING:

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

GUESTS

Bennett Johnson, Fearless Brewing Co Adam Sibert, KFC/A&W

Frankie Bell opened the council meeting at 10:00 a.m.

I. INTRODUCTIONS

II. APPROVAL OF MINUTES/FINANCIAL REPORTS

A. Approval of March 12, 2004 Minutes & Emergency Teleconference May 26, 2004

Roger Rocka moved that the minutes be approved. Sue Parsons seconded the motion. The motion passed with no dissenting votes.

B. Financial Report – Budget Update

Cheryl Gribskov reported that TIC is in continued good financial health. There is a 30% increase in HCW revenue due to income from the Welcome Center Program. There also continues to be an incline in logo revenue. StoreyCo income continues to wane, there has been a 50% income drop compared to May of last year.

\$900,000 in funds will be coming in from ODOT that will be dedicated to the Ashland Rest Area Project. This money will be put into 30 day staggered CD's so the money will be easily accessible as needed over the term of the project. Interest on these accounts will be routed back into the Wayside/Kiosk program to fund renovation.

III. PRESENTATIONS/PUBLIC HEARING

None

IV. APPEALS

Fearless Brewing

Jim Renner introduced Bennett Johnson from Fearless Brewing Co. located in Estacada. Fearless Brewing had been denied signing in the westbound direction of Hwy 224 due to urban sign congestion. Fearless Brewing appealed the denial and an onsite review was done and a location for westbound signing was identified one mile out from the intersection. This review was sent to ODOT for approval and was denied.

Bennett gave the Council the background and history on Fearless Brewing and made the appeal to the Council that they overturn the current denial and approve the TIC recommended sign location site of 1 mile prior to the intersection. Roger moved that Bennett's request be approved with the stipulation that the distance be included on the TOD Sign. Sue seconded the motion. The motion passed with one no vote.

KFC/A&W

Frankie Bell introduced Adam Sibert with NW Restaurants. Adam appealed to the Council to change present rules that allow only one food facility per plaque, to allowing two restaurants to appear on one food plaque. Adams restaurant facilities have both a Kentucky Fried Chicken and an A&W located within one building. Adam requested that the Council allow both his restaurants to appear on one logo plaque.

After extensive discussion Roger made the motion to allow NW Restaurants, KFC and A&W on one plaque; with the stipulation that TIC Staff and Sue Parsons develop signs standards to ensure the readability of the logo plaques. These standards are to be approved by the Council before moving ahead with NW Restaurants signing. Ed seconded the motion. The motion passed with no dissenting votes.

V. NEW BUSINESS

A. Next Meeting

The Council discussed dates for the next Quarterly Meeting. Friday, September 10 or 24, 2004 were the two dates suggested, with a meeting location of Joseph. The dates were to be submitted to the full Council to see which dates and location would work best for the majority.

B. Nominating Committee Results

Frankie Bell made the motion to accept Brian Doherty and the new Council Chair, Sue Parsons as Vice-Chair and David Porter and Secretary. The nomination passed with no dissenting votes.

Ed Fischer made the motion to have the Executive Board consist of the current Chair, Vice-Chair, Secretary and previous Chair. The term will be limited to one year. This change is to be documented in the Council Handbook. David Porter seconded the motion. The motion passed with no dissenting votes.

C. PERS Obligation Bond

Angie Picha informed the Council of a memorandum received from DAS informing TIC that they are obligated to repay a bond debt incurred by DAS which was created from paying off the PERS deficit. This new debt will be calculated on the monthly employee salaries and will increase the payroll by approximately \$30,000 a year. The timeline for repayment is a 20 year period.

D. Roadway Denials –Transfer OAR Authority

Cheryl Gribskov shared with the Council that since 1972 TIC has carried administrative rules that holds them liable for denials of sign placement on the hwy. The only entity that has authority for sign placement is ODOT. TIC Staff recommends that the OAR rules relating to location and spacing be removed and the rules be transferred to ODOT.

Sue Parsons moved to accept the staff recommendation. David Porter seconded the motion. The motion passed with no dissenting votes.

E. Historical Marker Committee Transition

Jim Renner reviewed the background of the request to transfer \$30,000 from sign program funds to the Historical Marker Program. Currently the Historical Marker Committee is going through a transition. The current Chair of the Historical Marker committee is stepping down from the position and new a chair is to be elected. Julie Porter a TIC contractor who has been working with the Historical Marker committee has been essential in overseeing this transition process. The staff recommended \$10,000 of this transfer be used to underwrite the cost of continuing to contract with Julie over the next year until the transition phase is complete. The remaining \$20,000 would be put into an investment fund to create a financial resource for future development of new interpretive waysides.

Roger Rocka motion to accept TIC Staff recommendation of a budget transfer of \$30,000 from the Sign Program to the Historical Marker Program. David Porter seconded the motion. The motion passed with no dissenting votes.

F. StoreyCo Tort Claim

Cheryl updated the council on StoreyCo's Tort Claim. DAS Risk Management sent a letter to StoreyCo's attorney requesting they provide documented information on StoreyCo's claim TIC has caused a loss of revenue/customers. Brian spoke with TIC's attorney, Bill Nessly earlier that morning. Brian shared that StoreyCo's attorney had contacted Bill; a contract buyout is now a possible resolution instead of the Tort Claim.

VI. OLD BUSINESS

A. Welcome Center Program

Craig informed the Council that the Welcome Center Program is running smoothly. Currently TIC has collected \$40,000 plus in brochure revenue. This time last year \$56,000 in revenue had been received. The revenue decrease is a reflection of loosing of two centers; the Siskiyou location is currently closed and the Portland Oregon Visitors Center dropped out of the program. Craig estimates approximately a \$5000-\$7000 per month profit margin for managing the program.

VII. EXECUTIVE SESSION

None

VIII. ADJOURNMENT

Frankie adjourned the meeting at 12:00PM.