

**TRAVEL INFORMATION COUNCIL
QUARTERLY MEETING**

Telephonic Conference
Friday, July 16, 2004 – 1:00 PM

COUNCIL PARTICIPATING:

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| Frankie Bell, Chair | Roger Rocka, Public Member |
| Jim McLean, Lodging Industry | Todd Torrey, Outdoor Advertising Industry |
| David Porter, Public Member | Brian Doherty, Vehicular Service Industry |
| Carolyn Gilbert, Public Member | Sue Parsons, Electrical Sign Industry |
| Christina Lilienthal, Public Member | |

ABSENT:

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| Carol Schmunk, Lodging Industry | Ed Fischer, ODOT |
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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

Bill Nessly, Dept. of Justice; TIC Legal Council

Brian Doherty opened the council meeting at 1:00 p.m.

INTRODUCTIONS

APPROVAL OF MINUTES/FINANCIAL REPORTS

A. Approval of June 4, 2004 Minutes

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

PRESENTATIONS/PUBLIC HEARING

None

NEW BUSINESS

A. Next Meeting

The Council decided to acknowledge today's telephonic conference as the third quarter, Quarterly Council Meeting, scheduling the next quarterly meeting for Friday, November 5 in Astoria. The Council also tentatively set the first quarterly meeting for the Roseburg area and the second for Enterprise.

OLD BUSINESS

A. TripCheck Waiver Fee

Craig Tutor informed the Council that the TripCheck program is coming along fast. The estimated roll-out date is November 2004. Craig is working on a customer database to have ready so we are able to have good start-up participation when TripCheck goes online.

Staff recommends that the first six months TripCheck is up and running, service be offered to customers at no cost and an annual rate of \$200 per year be charged thereafter. It is felt that the initial six months at no charge will allow the customer to gain interest and an understanding of the TripCheck program.

Frankie Bell moved that the staff recommendation be accepted as is. David Porter seconded the motion. The motion passed with no dissenting votes.

B. Logo Sign Plaque Standards

Cheryl Gribskov presented the staff report on logo plaque design standards developed with help from Sue Parsons. The report included a sample of the new advisory letter sent to customers, the new standards for lettering and color selection, and considerations for logo plaques that contain two logos.

Jim Renner reported that a temporary Administrative Rule had been submitted to allow two food logos on one plaque for the KFC/A&W appeal from the June 4 Council meeting. With new logo design standards in place, Jim asked Council consideration for submitting permanent rule changes to allow food facilities that have two distinct brand names restaurants in one building to display the logos of both food services on one food logo plaque. Jim McLean made motion for the proposed rule change; motion seconded by Sue Parsons. The motion was passed with no dissenting votes.

EXECUTIVE SESSION

Executive session motion:

I suggest a motion that “the Travel Information Council go into executive session, on the advice of legal counsel. Council accepted motion to move into executive.

The purpose of the executive session is two-fold.

“First, to consult with legal counsel concerning the legal rights and duties of the Travel Information Council with regard to litigation that is likely to be filed, as indicated in the StoreyCo notice of tort claim, dated

April 1, 2004.

“This is authorized by ORS 192.660(2)(h) in the Public Meetings Law, as well as ORS 40.225.

“The second purpose, to the extent it is applicable, is to consider information and records that are exempt by law from public disclosure.

“This is authorized by ORS 192.660(2)(f); ors 192.501(1); and ORS 40.225.”

Note - the StoreyCo Evaluation Committee may undertake discussions, in whole or by a smaller subcommittee or officer, but neither the subcommittee nor AAG may make any commitment with respect to the discussions or any possible settlement without the concurrence of the Travel Information Council.

Proceed under Section N. - Dispute Resolution - of the StoreyCo contract.

Public records law provides No executive session shall be used for the purpose of taking any final action or making any final decision.

Re-Open the session to move to reactivate the StoreyCo Evaluation Committee and authorize it to undertake discussions, in cooperation with the Department of Justice, concerning resolution of the StoreyCo claims. Frankie Bell moved to re-open session. David Porter seconded the motion. The motion passed with no dissenting votes.

ADDITIONAL NEW BUSINESS

Cheryl shared with the Council that she will be meeting with our representative from the Governor's office next week. Several semi-independents have met to review the council rules and policy. Cheryl anticipates they will review council member terms of appointment and laws governing council appointments.

ADJOURNMENT

Brian adjourned the meeting at 1:55PM.

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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