

Travel Information Council
Quarterly Meeting
Hotel Elliott, Astoria
Friday, November 5, 2004

Council Participating:

Frankie Bell, Public Member	Roger Rocka, Public Member
Ed Fischer, ODOT	Todd Torrey, Outdoor Advertising Industry
David Porter, Public Member	Brian Doherty, Chair, Vehicular Service Industry
Carolyn Gilbert, Public Member	Carol Schmunk, Lodging Industry
Christina Lilienthal, Public Member	

Absent:

Jim McLean, Lodging Industry	Sue Parsons, Electrical Sign Industry
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TIC Staff Participating:

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

Guests:

Sharyl Parker, MaxEvent Management
George Forbes, Council Nominee
John Brenne, Council Nominee
Richard Hanes, Historical Marker Chair-elect

Brian Doherty opened the council meeting at 10:00am

Introductions

Cheryl Gribskov introduced Sharyl Parker of MaxEvent Management. Richard Hanes, Chair-Elect of the Historical Marker Program, George Forbes, Council member nominee and John Brenne, Council member nominee.

Approval of Minutes/Financial Reports

A. Approval of July 16, 2004 Minutes

Frankie Bell moved the minutes be approved. Roger Rocka seconded the motion. The motion passed with no dissenting votes.

B. Financial Report – Budget Update

Cheryl presented the current financial report to the Council. She reported that StoreyCo revenue continues to decline. TIC income has increased due to revenue from the Welcome Centers. Brochure income for the Welcome Centers has increased from last year's numbers. Administrative costs are higher due to PERS Bond repayment, but totals are still 8% below estimated budget projections.

Presentations/Public Hearing

A. Phase Two: Rest Area Program Analysis

Sharyl gave the Council an overview of the Rest Area Summary sent out in the Council packets. The summary is comprised of several different studies gathered over the last few years. Areas that stood out as desired improvement by the public are; incorporating high tech items such as internet access, having knowledgeable staff available with materials that include both local and state information, including history pertaining to the local areas.

Roger moved to go ahead with Phase III of the Rest Area Program Analysis. Ed seconded the motion. The motion passed with no dissenting votes.

Appeals: None

Partnership Reports

A. Heritage Tree Program

Lowell Tiller reported that the Heritage Tree Committee is well staffed and four Trees were dedicated this past year; The Flavel Trees in Astoria, Benedictine Sisters' Sequoia in Mt Angel, Pow-Wow Tree in Clackamas and the Frank Lockyear Grove in Estacada. There are now 32 trees total in the Heritage Tree Program.

B. Historical Marker Program

Lowell reported the program continues to be strong. A new chair has been elected and will take position in May of 2005. Dick Ackerman will step down and Richard Hanes will follow in his place. The program continues to have a large participation from the Salemtowne group in the restoration of the markers.

C. TripCheck Committee

Craig reported that TripCheck is still coming along. ODOT is still working on content. He has had good strong interest in the program from the public. ODOT is hopeful of having a Beta version in December.

D. Welcome Centers

Craig reported that the year had gone well with the Welcome Centers. We have a strong relationship with Tourism Commission. The brochure program exceeded sales from the previous year and operation of the program went smoothly.

New Business

A. TIC Bylaws

Cheryl presented the Council By-laws to the Council. The By-Laws have primarily been produced from Statute. The Council set forth several policies regarding elections and terms at the June 2004 Council Meeting. These By-Laws have been created to give the Council a place to document and track policy changes.

Roger moved to accept the Council By-Laws. Frankie seconded the motion. The motion passed with no dissenting votes.

B. Next Meeting

March and June meeting dates were discussed. It was decided the March meeting will be in the Roseburg area and June would be in Joseph. The dates are yet to be determined.

C. Legislative Concept-Council Representation

Cheryl reported that TIC has been asked by governor's office to introduce legislation to make some statutory changes:

One in particular is on page six of the Council By-laws under section four, Vacancy; the last sentence. The Governor would like the last sentence; "five shall be appointed biannually on July 2 in odd number of years", be removed.

Second page 5 section two item c; It was suggested the Council consider removing one member from outdoor advertising and adding a third to the hospitality industry. Consideration might be given to adding another hospitality position or adding a person from tourism,

Cheryl recommends the Council peruse legislation on both these items and discuss whether they would like to see an actual tourism commission member added.

Brian restated the motion: Make two changes that are in by-laws and work with legislature to get them accomplished.

Frankie Bell moved the two changes be approved. Christina Lilienthal seconded the motion. The motion passed with no dissenting votes.

Old Business

A. Siskiyou Rest Area

Due to miscommunication between the Contractor and ODOT the Ashland/Siskiyou Rest Area project has been put on hold indefinitely. About \$60,000 was spent on Contractor costs. Other alternatives to a location for the Rest Area are being looked at but nothing has been solidified.

B. StoreyCo Claim

Cheryl reported that the StoreyCo Committee is meeting with our Attorney the week of November 15 to discuss and set the direction of the claim submitted by StoreyCo. The expiration StoreyCo's contract with TIC is July, 2005.

Consent Calendar

A. Approval of OAR Change – Transfer Sign Location and Spacing Rule to ODOT

David Porter moved the OAR change be approved. Roger Rocka seconded the motion. The motion passed with no dissenting votes.

B. Approval of OAR Change – Two Food Logos on One Plaque

David Porter moved the OAR change be approved. Roger Rocka seconded the motion. The motion passed with no dissenting votes

C. Approval Heritage Tree Committee Members

David Porter moved the Heritage Tree Committee roster be approved. Roger Rocka seconded the motion. The motion passed with no dissenting votes

D. Approval Historical Marker Committee Members

David Porter moved the Historical Marker Committee roster be approved. Roger Rocka seconded the motion. The motion passed with no dissenting votes

Executive Session: None

Adjournment

Brian adjourned meeting at 11:45am

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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