

**Travel Information Council
Quarterly Meeting
Seven Feathers Resort, Canyonville
Friday, March 11, 2005**

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
Jim McLean, Lodging Industry	Carol Schmunk, Lodging Industry
Christina Lilienthal, Public Member	Sue Parsons, Electrical Sign Industry

Absent:

Carolyn Gilbert, Public Member

TIC Staff Participating:

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

Guests:

Jean Kurtz Roseburg VCB	Jo-Ann Janisse, Beach Loop RV Park
George Forbes, Council Nominee	Scott West, Oregon Lodging Assoc.
John Brenne, Council Nominee	Danielle Fedder, Seven Feathers Resort
Kevin Buck, WBGS Architects	Sharyl Parker, MaxEvent Management

Brian Doherty opened the council meeting at 9:00am

Approval of Minutes/Financial Reports

A. Approval of November 5th, 2004 Minutes

Frankie Bell moved the minutes be approved. Ed Fischer 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, it is currently down 35%. TIC income has increased due to revenue from the Welcome Centers. Administrative costs are higher due to PERS Bond repayment, but totals are still 7% below estimated budget projections.

Presentations/Public Hearing

A. 2005-2007 Biennial Budget

Cheryl presented the 2005-2007 Biennial Budget to Council members. Income is expected to increase by 11 million dollars primarily due to the implementation of the Travel Plaza, Rest Area program which will be funded from grants, sponsorship and revenue from the Welcome Center program.

Major expenditures anticipated for the Sign Program include; a sign database inventory system. A new crew truck and costs related to implementation of the county signing program.

Heritage Program expenditures include maintenance of 38 markers throughout the state.

Administration expenditures are expected to continue at current rate with minimal increase, Payroll being the exception, which is anticipated to increase due to two new positions being added.

Craig outlined the Wireless Internet Rest Area project for the Council. The agreement with ODOT is being finished up. Five sites have been identified for the pilot project, Ontario, Multnomah Falls, Midland, Valley of the Rogue State Park and Harris Beach State Park. Cost is \$5000 per site for set up and is slated for start-up in April. TIC will receive 50% of the revenue from the project. It is a two year pilot program.

Frankie Bell moved the 2005-2007 Biennium Budget be approved. David Porter seconded the motion. The motion passed with no dissenting votes.

B. Travel Plaza Program

Cheryl shared with the Council that in the upcoming biennium it's planned to upgrade and refurbish four Travel InfoCentres. Two InfoCentres will be remodeled; the remodeling will include modifying the existing structure and adding two modular buildings to complement the main Kiosk, one would house coffee and the other would hold the vending machines. Six Travel Plazas are slated to be implemented over the next biennium. Three will be on public land and three on private property. These Plazas will be staffed by the local Chamber and Visitor Centers. They will also have restrooms and retail sales which will consist of local Oregon products that reflect the area. For after-hours there will be access to restrooms, phones and vending machines. TIC will also work with Travel Oregon and ODOT to make the border Welcome Centers similar in design so the look is consistent throughout Oregon. The majority of the funding for these projects will be subsidized through grants and sponsorships.

Cheryl acknowledged Sharyl Parker and Scott West for their major support and contribution in the Travel Plaza project.

C. Architectural Plans

Cheryl introduced Kevin Buck from WBGGS Architectural firm. Kevin gave an overview of the conceptual designs for the Travel Plazas and Information Plazas. The Travel Plazas have been designed to be low maintenance and eco-friendly. The Plaza design consists of 4800 sq feet of space; 2400 sq feet for display area and 2400 sq feet for restroom area.

D. Eugene Rest Area Project

Sharyl Parker shared that she has been meeting with local people in the pilot site locations, asking for their input and ideas. The local Chambers and Visitor Centers have submitted a written proposal, which shows their commitment to this project. CVALCO, TIC's partner for the Lane County pilot site, is excited to get started and we anticipate opening a temporary Travel Plaza structure by fall of 2005.

E. Woodburn Project

Cheryl informed the Council that Woodburn Company Stores has donated 600 sq feet of their administrative office space for the Travel Plaza concept. The Woodburn Visitor Association through the Woodburn Chamber of Commerce will be moving their Visitor Services people to the Woodburn Company Stores to be part of the Travel Plaza/Visitors Center. When the Woodburn Visitor Association is not available to staff the Plaza, the Woodburn Company Stores will donate their own staff time. Information Plaza display panels will be built next to the Travel Plaza space. It is anticipated that the Travel Plaza space will be up and running by early summer with the Kiosk space finished by end of summer.

F. N. Baldock Rest Area Project

Sharyl Parker informed the Council that she has spoken with Linda Bell of the Clackamas Co Tourism Development Council (Mt Hood Territory) and she is very interested and committed to being part of the North Baldock Travel Plaza pilot site.

G. Bend Area Rest Area Project

Sharyl Parker informed the Council that Central Oregon Visitors Association (COVA) has temporary offices located in the Old Mill District of Bend, and are currently constructing a brand new Visitors Center also in the Old Mill District, that contains all the components that we are looking at in a Travel Plaza. It is planned to make them an official brochure distribution point and link them to our series of Travel Plazas. They anticipate opening in May 2005.

H. Canyonville Rest Area Project

Cheryl shared with Council that ODOT and Tribe officials have been in discussions in regards to a privatized rest area on Tribe land at the Canyonville exit to replace the South Umpqua rest area that is currently closed. Cheryl and Jean Kurtz from the Roseburg VCB met with Tribe officials to discuss the possibility of having a Travel Plaza included in this rest area. They were very excited about the idea and are anxious to move forward with the plan in a partnership with TIC and the Roseburg VCB.

Appeals

A. Beach Loop RV Village

Jim Renner gave a brief history on the RV Friendly appeal and introduced Jo-Ann Janisse from Beach Loop RV Village in Bandon, Oregon, who made the appeal. Jo-Ann voiced her concern that by not including camping/RV facilities in the RV Friendly program is discriminatory against them.

After brief discussion it was unanimously voted by Council members to uphold and continue with the current rules of the RV Friendly pilot program and review the guidelines and rules when the two year test period has ended.

Partnership Reports

A. Heritage Tree Program

Due to time constraint no report was made.

B. Historical Marker Program

Due to time constraint no report was made.

C. Kiosk Committee

Due to time constraint no report was made.

D. TripCheck Committee

Craig handed out samples of TripChecks format. Solicitations to sign up for the program have been sent to TIC customers. Oregon Lodging Association has promoted the program through the Lodging News. The TripCheck site has a million user sessions a month.

E. Welcome Centers

Craig reported that the Welcome Center Conference last week in Astoria went very well. There were over 50 people in attendance. This year the conference was open to all Chambers of Commerce not just Welcome Center Staff. The brochure program continues to be strong and there are quite a few new customers joining the program.

New Business

A. OAR Change Proposal

Jim gave a brief background on the proposed OAR change that would allow an increase from four to six space Off-Interstate Logo Boards. TIC has received the go ahead from ODOT and the Oregon Traffic Control Devices Committee on this change.

Jim asked for two votes. First, to pass a temporary administrative rule which would allow the current Klamath Falls facilities sign request to proceed. Second, the Council record its intent to amend OAR 733-030-0045 and to hold a final public hearing on this rule change at the next meeting in June.

Roger Rocka moved that both recommendations be approved. David Porter seconded the motion. The motion passed with no dissenting votes.

B. Council Representation Replacement

Cheryl informed the Council that she has been working to find replacements for the outgoing Council member's positions. She has been working in David Wu's and Darlene Hooley's districts to identify new members. Sandra Flicker with the Oregon Rural Electric Co-Op from Darlene Hooley's area has been approved by the Governor's office and will be present at the June Council meeting. A candidate had been identified in David Wu's district, but due to a conflict of interest the person is no longer being considered. For SB 482 it was decided instead of replacing the Outdoor Advertising representation on the Council, the Electrical Sign Industry representation would be the one replaced with an additional Hospitality position.

C. SB 481 (Coffee Service in Rest Areas)

Due to current law, coffee service in the rest areas is not allowed in a four walled permanent structure. This bill will change that rule and allow the modular unit concept that is planned for the remodeling of the Travel InfoCentres.

D. SB 482 (New Council Membership)

See Agenda item New Business - B.

E. SB 483 (Retail Sales)

Cheryl handed out a copy of the Randolph Shepard act which states that the only entity that is allowed first rights of refusal to do any kind of vending in state owned property is the Commission for the Blind. TIC plans to go to the Federal Government to have a pilot project identified allowing retail sales in the Travel Plaza.

There have been discussion with the Commission for the Blind and they are interested in partnering with TIC in this project. TIC will enter into an agreement with the Commission.

Old Business

A. StoreyCo Claim

Cheryl reported that we have a new attorney overseeing the StoreyCo dispute. She sent a letter to StoreyCo's Attorney requesting a meeting to discuss the situation. StoreyCo's attorney responded with a letter that stated that they were unhappy with this request. Our attorney in turn responded by questioning the tone of the response when all we are requesting is to meet and discuss the situation. There has been no response to that as of yet.

The StoreyCo contract expires end of July, 2005. With its expiration we have the right to buy out the contracts still in force from StoreyCo or continue with paying the appropriate percentage due to StoreyCo through the remainder of the contract term.

Executive Session: None

Adjournment

Brian adjourned meeting at 11:00am

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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