

**Travel Information Council**  
**Quarterly Meeting**  
**Phoenix Grand Hotel, Salem**  
**Friday, June 3, 2005**

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**Council Participating:**

|                                     |  |
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| Frankie Bell, Public Member         | Brian Doherty, Chair, Vehicular Service Industry |
| Ed Fischer, ODOT                    | Todd Torrey, Outdoor Advertising Industry        |
| Jim McLean, Lodging Industry        | Carol Schmunk, Lodging Industry                  |
| Christina Lilienthal, Public Member | Sue Parsons, Electrical Sign Industry            |

**Absent:**

|                                |                            |
|--------------------------------|----------------------------|
| Carolyn Gilbert, Public Member | Roger Rocka, Public Member |
| David Porter, Public Member    |                            |

**TIC Staff Participating:**

|                                     |  |
|-------------------------------------|--|
| Cheryl Gribskov, Executive Director | Sharyl Parker, Industry Dev. Manager               |
| Jim Renner, Deputy Director         | Angie Picha, Business Manager                      |
| Craig Tutor, Dev. Marketing Manager | Annie Von Domitz, Exec. Communications Coordinator |

**Guests:**

|                                  |                              |
|----------------------------------|------------------------------|
| George Forbes, Council Nominee   | John Brenne, Council Nominee |
| Lowell Tiller, Heritage Programs | John Jackley, ODOT           |

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Brian Doherty opened the council meeting at 9:00am

**Approval of Minutes/Financial Reports**

**A. Approval of March 11<sup>th</sup>, 2005 Minutes**

Christina Lilienthal moved the minutes be approved. Ed Fischer seconded the motion. The motion passed with no dissenting votes.

**B. Financial Report – Budget Update**

Cheryl Gribskov presented the current financial report to the Council. She reported that overall TIC's financial health continues to be strong. Sign income is slightly higher than anticipated and expenditures are lower. Overall we are within budget.

**Presentations/Public Hearing**

**A. 2005-2007 Biennial Budget**

Cheryl Gribskov reported to the Council that there had been a slight change in the payroll section of the Biennium Budget with the addition of the Industry Development Manager position. Ed Fischer requested that under New Technology Income that TripCheck Revenue be changed to Website Revenue to avoid confusion as to the source of the revenue.

Christina Lilienthal moved the Final 2005-2007 Biennium Budget be approved with recommended changes. Ed Fischer seconded the motion. The motion passed with no dissenting votes.

**Appeals**

None

**Partnership Reports**

**A. Heritage Tree Program**

Jim Renner passed out the most recent Heritage Tree Newsletter. He reported that several new tree nominations are currently in review and will be selected in July and October of this year.

B. Historical Marker Program

Lowell Tiller announced that there is a Historical Marker dedication for Glacial Erratic Rock on Saturday, June 11. The Historical Marker Committee met on March 15<sup>th</sup> to acknowledge the SalemTowne volunteers for all their work. Elections were held in May to appoint new officers.

Restoration and replacement projects in the works include Cutoff Fever, Memaloose Island, Fort Rock, Abert Rim, Camp Adair and Burns Paiute. New markers include Great Tsunami of 1700, Mitchell Monument. The Grande Ronde Tribe is currently working on a pre-application for new marker.

C. MISA

Annie Von Domitz reported that TIC won the contract to manage the MISA (Motorist Information Service Association). MISA is a North American organization that brings together the principal players (industry, governmental agencies, and motorists) to promote understanding, foster cooperation, and provide consistency of national and international trends in motorist information services. MISA is paying a retainer to TIC to manage the program.

Annie is currently working to coordinate the 2005 Conference for this fall and developing the membership base of the Association.

D. Sponsorship/Funding Committee

Cheryl Gribskov announced to the Council that Sharyl Parker has been hired on as staff at TIC as of June 1.

Sharyl Parker acknowledged that George Forbes and John Brenne have volunteered to be part of the Sponsorship/Funding Committee which will be responsible for seeking out Federal Grants and sponsorships to underwrite the expenses of the Travel Plaza program, including remodel and upgrades of the Kiosks.

E. Travel Plaza

Cheryl Gribskov reported that we are anticipating an August opening for the Woodburn Company Stores Travel Plaza and are looking at the possibility that it would be the regional Travel Plaza.

The Canyonville Tribe is still interested in partnering with TIC to build a Travel Plaza on their land. Currently they are in discussions with the previous owner of the site they have in mind to build on. The previous owner still owns a piece of land that is required to move forward with the project.

We are looking at the possibility of putting a temporary structure in at Oak Grove site. Keri Westlund, CVALCO's Executive Director is eager to move forward with the project and constructing a temporary structure would allow the site to open to the public sooner.

The North Baldock location main staffing source would be from the Mt Hood Territory – Clackamas County Tourism Council. They are currently working on funds for the staffing of the Plaza.

Central Oregon Visitors Association is currently building a visitors center in the Old Mill District. This center meets the criteria to be considered a Travel Plaza. It is anticipated that they will open in the fall.

F. Travel Plaza Design/Coordination Committee

Cheryl Gribskov reported that the Travel Plaza Design Committee had been scheduled to meet after the Council meeting today, but it has been postponed to allow reviewing the capacity available at the rest areas that are being looked at for remodels and Travel Plazas. Cheryl and Sharyl are scheduled to meet with the Architects to review the designs and put together a report that will be submitted to the Director's office at ODOT and they in turn will analyze the report and look what adjustments would need to be made to allow for the Travel Plazas and remodels.

#### G. Technology Programs

Craig Tutor reported that we have received the signed agreements from ODOT for the implementation of the Wireless Program in select rest areas and State Parks; Ontario, Multnomah Falls, Midland, Brookings Harris Beach State Park and Valley of the Rogue are the initial pilot sites planned.

#### H. TripCheck Committee

Craig Tutor handed out samples of the TripCheck format and promotions that have run in Lodging Association newsletters, Southern Oregon Vacation Guide and Where to Stay in Oregon. Solicitations to sign up for the program have been sent to TIC customers. The TripCheck site has a million user sessions a month. A soft roll-out is anticipated for next week.

#### I. Welcome Centers

Craig reported that the Welcome Centers are going very well. The brochure program continues to be strong: we are 6% ahead of last year and there have been 22 new customers joining the program so far.

Uniforms are in the works for the staff. Craig also reported that CVALCO has won the bid for the Spring training for the Welcome Center staff which will take place the first week of March next year.

### **New Business**

#### A. Awarding of Sign Contract

Jim Renner reported to the Council that RFQ's were sent in April to four contractors selected from ODOT's pre-qualified contractors list. One contractor, Coral Construction, responded by the deadline.

The schedule of quoted items for 2005-2007 submitted by Coral Construction is 13.7% higher than the quote for 2003-2005. This increase is reflective of the high increase in mobilization costs.

Staff recommends that the Council approve entering into a new contract with Coral Construction for the 2005-2007 biennium.

Frankie Bell moved to approve the new contract with Coral Construction for the 2005-2007 biennium. Carol Schmunk seconded the motion. The motion passed with no dissenting votes.

#### B. SOVA Computer Kiosk Opportunity

Craig shared that SOVA has 20-30 touch screen computer kiosks located throughout their area that allow people access to tourist information. They have recently lost their Technical Services person and are looking for someone to take over the program. TIC is looking at the possibility of taking on and developing the program.

#### C. Travel InfoCenter Sales Plan

Craig presented his sales plan for the Travel Kiosks. The plan outlines what we know as far as Kiosk usage. The plan for the first six months is to pursue hotels and restaurants with multiple locations at attractions that are located in close vicinity to the Kiosks. It is also a priority to take care of existing customers. Hiring of a sales person is planned for July.

#### D. Next Meeting

After brief discussion the next Council meeting was set for September 9<sup>th</sup>, 2005 at Timberline Lodge.

### **Old Business**

#### A. StoreyCo Claim

Cheryl reported that the StoreyCo contract expires the end of July, 2005. TIC received a letter from StoreyCo outlining what they planned to do at close of the contract. Cheryl emailed Ron Storey and thanked him for the letter and asked that we sit down and discuss the plan for the ending of the contact. There has been no news on the torte claim.

B. Siskiyou

Cheryl Gribkov reported that the Developer of North Ashland Interchange has won his appeal on Measure 37 for development of his site.

Cheryl will be traveling to Ashland mid June to discuss the development of an Info Center and Welcome center that would be located at this site

Due to the fact that Ashland is a border area the Council felt it critical that developing a presence in the area be made a high priority.

Christina Lilienthal moved the Southern Oregon presence be made a high priority, be approved. Jim McLean seconded the motion. The motion passed with no dissenting votes.

C. Council Representation Replacement

Cheryl informed the Council that George Forbes and John Brenne have been approved by the Governor's office and will begin their four year term on July 1. The Governor has put all other appointments on hold for the time being, so all Council Members whose term is or has expired are extended until the Governor's Office continues with new appointments.

D. Legislation

Legislation passed to allow coffee vending in four-walled buildings in the rest areas. ODOT's major concern with this change is the increased traffic flow and the capacity of the rest area.

**Consent Calendar**

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A. Approval of OAR Change

Jim reported to the Council that OAR Notice of Proposed Rule Making has been filed for allowing six space logo boards on off-interstate highways and was published in the Oregon Bulletin on April 1, 2005. There were no requests for rulemaking hearing.

Jim recommended the Council make final approval of the OAR changes.

Sue Parsons moved for approval of the recommended OAR change. Frankie Bell seconded the motion. The motion passed with no dissenting votes.

Council recommended re-convening the Sign Policy Committee. Members are Ed Fischer, Sue Parsons, Roger Rocka and Jim McLean.

**Executive Session:** None

**Adjournment**

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Brian adjourned meeting at 11:00am

Respectfully submitted,

David Porter  
Council Secretary – Travel Information Council  
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