

Travel Information Council
Quarterly Meeting
Timberline Lodge, Timberline
Friday, September 9, 2005

Council Participating:

Frankie Bell, Public Member	Brian Doherty, Chair, Vehicular Service Industry
Ed Fischer, ODOT	Todd Torrey, Outdoor Advertising Industry
Jim McLean, Lodging Industry	George Forbes, Lodging Industry
Christina Lilienthal, Public Member	Sue Parsons, Electrical Sign Industry
Roger Rocka, Public Member	John Brenne 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:

Arne Nyberg, Heritage Tree Committee Chair	Cindy Burgstrom, Troutdale
Lynn Schwerdt, Jee's Antiques	

Brian Doherty opened the council meeting at 9:00am

Approval of Minutes/Financial Reports

A. Approval of June 3rd, 2005 Minutes

Roger Rocka moved the minutes be approved. Jim McLean 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 continues good financial health. Sign income is slightly higher than anticipated and expenditures are lower. Overall we are within budget. Also reviewed was the Cash Flow Summary for the 2003/05 Biennium. TIC ended the biennium in excellent financial health. Cash forward applied to the 2005/07 totaled \$158,625; total was allocated as follows; \$137,333 Sign Program, \$1980 HCW Programs and \$19,312 NT Programs.

Cheryl asked the Council if they felt that the current financial reports were helpful or if an alternative format would be more useful. Consensus was that the current reports are working well and no changes were suggested.

Presentations/Public Hearing

None

Appeals

A. Policy on Moving Logo Plaques

Jim Renner reported that Joe Angel was not able to attend the Council meeting. Mr. Angel requested that the Council revisit their decision made April 2000 to only allow sign customers to request repositioning of their plaque on a sign board if there is a vacant space available and there be a fee of \$100 per plaque for the repositioning. Mr. Angel owns Chilies in Wilsonville and had requested that his plaque be moved to the upper left corner where Burger King is currently located. His request was denied based on the policy set by the Council in 2000.

Ed Fischer inquired as to whether the sign policy was available to the general public and, if not, suggested making it available. Currently it is not and it was agreed that it would be prudent to incorporate these policies as OAR's.

Brian Doherty referred the request for moving of logo plaque to the Sign Committee

B. Antique Stores as Tourist Attractions

Jim Renner gave history on the current guidelines on tourist attraction signing for Antique Stores which were developed by the Tourist Attraction Committee. The guidelines were reviewed in 2000 and it was decided at that point that Antique Stores did not meet the qualifying criteria.

Jee's Antiques and Collectables has appealed the denial, requesting that the criteria be reconsidered. Lynn Schwerdt, owner of Jee's Antiques presented his appeal to the Council; he feels that their business meets all specifications to qualify as a Tourist Attraction. When the Tourist Attraction (TA) guidelines were developed, the type of business that fell under Tourist Oriented Directions Signs (TODS) was used as the criteria for the type of business that would be accepted as TA's, antique stores were not included. Lynn feels that antique stores should be just as qualified as the other business listed as Tourist Attractions.

The Council recommended that the appeal be referred to the Sign Committee. Christina Lilienthal moved that the Sign Committee review the appeal and report back to the Council at the November Council Meeting. Frankie seconded the motion. The motion passed with no dissenting votes.

Partnership Reports

A. Heritage Tree Program

Jim Renner introduced Arne Nyberg the Heritage Tree Committee Chair. Arne gave an overview of the Heritage Tree Committees goals; To recognize important trees or groves in Oregon, educate Oregonians of the history of those trees, protect and record these trees and compile and maintain a list of these trees. Currently the Heritage Tree Program has 36 trees on its list. To Arne's knowledge Oregon is currently the only state with this type of program. Four trees were dedicated during 2005; Doris Hazelnut Orchard, in Springfield, the Peg Tree in Lake Oswego, the Hoover Hawthorne Pear Tree in Newberg and the Mitchell Monument Shrapnel Tree in Bly .

B. Historical Marker Program

Annie VonDomitz reported that the Historical Marker program has been busy. Richard Hanes (the new committee chair) had his first Historical Marker Committee meeting in August as chair. A committee has been formed to work on an interpretation plan which will identify key areas of need, including identifying areas in the state that may have historical significance but have not been acknowledged with markers. The goal of the committee is to be more proactive, identifying funding sources for projects.

Currently the committee is working on the installation of two markers, the Cut-Off Fever marker which is a replacement in Vale and the Tsunami Marker in Lincoln City that is a new marker that has been a collaborative effort with DOGAMI (Dept of Geology and Mineral Industries) and the Siletz Tribe.

C. Community Involvement/Plaza Design

No Report

D. MISA

No report given due to time constraint

E. Sponsorship/Funding Committee

George Forbes told the Council that there was a Sponsorship/Funding Committee meeting held in Eugene on July 21. The committee made recommendation of direction to staff. The committee is looking at corporate and federal sponsors to underwrite the projects. They are working on developing a focus group to recommend the best way to present to the sponsors that we are looking at. An important question to answer is what is in it for the investor.

Sharyl Parker reported to the Council that the funding that is being sought is for the Travel Plaza program. It will fund new constructs of Travel Plazas that will be staffed, upgrade current centers, and remodel kiosks. Currently the committee is working to form a focus group comprised of people that are professionals in marketing for corporations. They are looking for sponsors that match our beliefs and are local.

F. Technology Programs Committee
No report given due to time constraint

G. Welcome Centers
No report given due to time constraint

New Business

A. Kiosk Remodel/Design
No report given due to time constraint

B. Sales/Marketing
Craig gave a brief report; Woodburn Travel Plaza has been well received. To date there have been 7 contract commitments for panels in the Kiosk at the Woodburn Company Stores in just two weeks. There are a total of 16 panels available.

C. Transfer Ogden Kiosk to OPRD
Jim Renner told the Council that currently the Ogden InfoCenter that is located off of Hwy 97, 9 miles north of Redmond has only three paying customers out of 16 display panels. The InfoCenter is located in the State Parks day use area. Currently State Parks is performing the maintenance on the Center for TIC. A year ago State Parks approached us with the option to transfer the property to them and they would take over the property. At the time we were not in a position to consider the option but now we are.

David Porter recommended looking at the possibility of a property exchange; this would allow us the opportunity to possibly find an alternate location to build a new kiosk that would draw more traffic.

Brian Doherty requested that the possibility of a property exchange be researched and the findings be presented at the next Council Meeting.

D. Next Meeting
After brief discussion the next Council meeting was set for November 18th in Newport, the February meeting was set for the 10th in Grand Ronde and the April meeting date will be planned in conjunction with the Tourism Meeting in April.

Old Business

A. Council Bylaws
Cheryl Gribskov presented the Council with the final version of the Council Bylaws. They were originally produced last November, but were held over due to possible legislation that could effect them.

George moved that the Bylaws be accepted as is. John Brenne seconded the motion. The motion passed with no dissenting votes.

B. Siskiyou Rest Area
Cheryl informed the Council that ODOT has a space on I-5 in the Ashland area that they could build a public property rest area. The developer that has the property at exit 19 on I-5 filed under measure 37, which had passed. The developer wants a large dollar amount for land use of the Welcome Center and

Information kiosk. ODOTs current plan appears to be to move forward with this private property rest stop project, whether or not Travel Oregon or TIC is able to participate. ODOT, Travel Oregon and TIC were the original agencies that were part of the RFP when this project started. TIC is currently having the Dept of Justice looking into whether ODOT can move forward without including Travel Oregon and TIC.

Art with ODOT asked TIC and Travel Oregon to bring costs to the table. Karen with Travel Oregon feels that monthly rent shouldn't be more than \$800-\$1000 a month, which is in line with other State Welcome Centers.

C. Council Representation Replacement
No report given due to time constraint

D. Oak Grove Travel Plaza
Cheryl reported that things are going well. Still waiting to hear from ODOT.

E. Wilsonville Travel Plaza
No report given due to time constraint

F. COVA Travel Plaza
No report given due to time constraint

G. Woodburn Travel Plaza
No report given due to time constraint

Executive Session: None

Adjournment

Brian adjourned meeting at 12:00pm

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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