

**Travel Information Council**  
**Quarterly Meeting**  
**Cannery Pier Hotel, Astoria**  
**Friday, February 10, 2006**

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**Council Participating:**

Frankie Bell, Public Member	Brian Doherty, Chair, Vehicular Service Industry
David Porter, Public Member	John Brenne Public Member
Sue Parsons, Electrical Sign Industry	Christina Lilienthal, Public Member
Rod Miles, Outdoor Advertising Industry	Ed Fischer, ODOT
George Forbes, Lodging Industry	Maria Ponzi, Public Member

**TIC Staff Participating:**

Cheryl Gribskov, Executive Director	Jim Renner, Deputy Director
Craig Tutor, Dev. Marketing Manager	Angie Picha, Business Manager
Karma Krause, Dev. Marketing Coord.	Sharyl Parker, Industry Development

**Guests:**

Jim McLean, Outgoing TIC Council	Scott West, TravelOregon
Todd Davidson, TravelOregon	

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Brian Doherty opened the council meeting at 9:00 am

**Introductions:**

Brian introduced Maria Ponzi. Maria has been appointed by the Governor's office to replace Roger Rocka's position on the Council.

Brian also introduced Todd Davidson and Scott West of TravelOregon.

**Approval of Minutes/Financial Reports**

**A. Approval of November 18, December 20, 2005 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**

Angie Picha 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. New Technology Program income continues to increase. Overall we are within budget.

Angie asked the Council if they felt the comparison of the current biennium financials to last biennium was a helpful tool. The consensus of the group was that it is helpful and that we should continue on with the report as is.

**Presentations/Public Hearing**

None

**Appeals**

None

**Partnership Reports**

**A. Heritage Tree Program**

Jim Renner referred to two hand-outs he passed out. The first was background on the upcoming Heritage Tree dedication of the Student Planters Grove which is being held in conjunction with the dedication of the Tillamook Forest Center on Friday, March 31, 2006 at 2 pm. This dedication is a VIP and media only event. The Governor is expected to attend; Council Members will be receiving invitations to this event.

The second hand-out was the 4<sup>th</sup> edition of the Historical Markers and Heritage Trees Program brochure. The brochure was funded by a \$5000 grant; which covered redesign and printing costs. This will be the final time that the brochure is produced in the map fold-out design as the increased number of markers and trees has made it impossible to continue with this format. The next version will be a booklet style brochure.

#### B. Historical Marker Program

Cheryl Gribskov reported that the Historical Marker Committee is doing very well. They are working on a long range plan.

The Committee has come up with five topics in response to the Sesquicentennial Celebration; the Basque culture, Vanport flood, Chinese labor in mining and railroads (John Day area), Oregon Coast Transportation (Bridges), and the Grazing Act/ Public Grazing are the proposed markers for this upcoming year.

Cheryl shared with the Council that Lowell Tiller, who started the Historical Marker Committee in 1991 and served on the Council for at least eight years, emailed a letter resigning his position from the Historical Marker Committee. This resignation was a result of the increasing difficulty in making the trip to attend meetings. Cheryl requested that we consider holding the Council meeting after next in the Portland area (where Lowell lives) so we are able to properly acknowledge Lowell.

#### C. Rest Area Services

Sharyl Parker gave an update on Rest Area Services. The Old Mill District in Bend has built a staffed Visitors Center. A tentative meeting is scheduled for spring to discuss the opportunity to install a display kiosk in conjunction with the Visitors Center.

The Roseburg pilot Travel Plaza site in development is in cooperation with the Tribe in Canyonville at the anticipated Canyonville Rest Area. The Roseburg VCB would staff this location. A meeting with the Tribe is set for the end of February.

The Oakgrove site is still in a holding pattern, we are waiting on feedback from ODOT before moving forward.

#### D. MISA

Cheryl Gribskov told the Council that Motorist Information & Services Association (MISA) next Board meeting and Conference will be in Lexington, Kentucky. Cheryl and Annie will attend the Board Meeting in May; the Conference will be at the end of October.

At this year's conference there will be a panel of Department of Transportation and Tourism people who have experience with Rest Area programs, they can share how they got funding for projects, worked with partners and collaborations.

#### E. Welcome Centers

Craig Tutor informed the Council that we are gearing up to open the Welcome Centers for the 2006 season in April. Brochure listings have gone out to past customers. There is a Welcome Center Conference and Training March 5-7 at the Eugene Hilton. CVALCO is hosting the conference.

Craig is working with TravelOregon to finish up the Welcome Center contract. Jubitz has been dropped as a Welcome Center and a new location at Jantzen Beach is anticipated to replace it. It's a better site that is much easier to get to.

#### F. Tourism/Hospitality Consortium

Todd Davidson presented the background on the Tourism/Hospitality Consortium. It is a working group of people from leadership organizations in the tourism industry that recognized that tourism is a primary socioeconomic driver of Oregon's future. Over 7.4 billion dollars are spent by visitors and 90,000 jobs in the state are tourism related. The goal is to not only bring people to Oregon to visit, but to make them connoisseurs of Oregon and its products. Currently there are 10-12 people on the Consortium; the member base is still being developed with the goal of unifying the industry.

Todd introduced Scott West. Scott started with TravelOregon at the first of the year; he was hired to serve as TravelOregon's Chief Strategic Planner. He will also act as Administrator for the Tourism/Hospitality Consortium.

G. Sales & Marketing Committee

Craig Tutor reported that he and Karma met with Sue Parsons and George Forbes. Rod Miles, Maria Ponzi and Jim McLean are also part of the Sales & Marketing Committee. At the meeting he reviewed the breakdown of the sales data with Sue and George receiving excellent input from them on the information.

Travel InfoCenters continue at a consistent level. Woodburn's construction plan is in motion and Barry Hofmann has been working on sales for that site.

Craig informed the Council that we should be receiving a check shortly for our proceeds of the wireless project. To date there have been 248 customers accessing the site for a total of 1262 hours of usage. The next wireless site to be added will be at South Beach State Park, south of Newport. Craig has been working with the head of Intel's PR department to develop a media coverage plan for the program.

Karma has been working on TripCheck. She has sent out several promotional mailings and the first billing for annual fees for customers. Craig and Karma met with ODOT to relay input they have been receiving to make the TripCheck site more user friendly.

New Business

A. New Law for Interstate Oasis Program

Ed Fischer presented the Oasis program which has been passed into law by the Senate. This program allows the Secretary of Transportation to pursue the program and establish what it would look like. Currently there has been no money identified for this project. The essence of the program is to encourage public-private partnerships that ensure needs of the traveling public are met on the Interstate including products and services to the public, 24-hour access to restrooms and parking for heavy trucks and automobiles. Individual states can designate businesses that meet a certain criteria as Interstate Oases.

Ed's recommended that TIC develop the OARS for this program and look at the possibility of the program being turned over to TIC. This program is a work in progress and the Council will be updated as information develops.

B. New Sign Law Favoring Full Service Restaurants

Jim Renner reported that this new law is also a work in progress. The law allows the Secretary of Transportation to initiate rulemaking that would give full service restaurants (sit-down with wait staff) priority to be given 2 spaces on Camping or Attraction Logo sign boards when Food boards have their maximum 6 spaces in use. No other service types may have more than 6 logos. This law would give food services a decided advantage over other services. In addition to this, by giving priority to full service restaurants it is likely those facilities that don't meet this criteria will lose their logo space on Food boards.

C. Next Meeting

The next meeting will be Monday, April 3rd in Eugene.

Old Business

A. Council Representation Replacement

Cheryl Gribskov shared with the Council that the Governor's Office is looking at two possible candidates to replace Frankie Bell's position. Sandy Flicker with the Oregon Rural Electric Co-op Association and Laurie Christopher, Mayor of Keizer, are the two individuals under consideration. The Governor's Office is working on a replacement for Jim McLean's position.

B. What is RV Friendly?

Jim Renner gave a brief background on the history of RV Friendly. In September 2005, the Federal Highway

Administration (FHWA) issued interim approval of optional use of RV Friendly symbol signs. TIC was in the course of an experiment program at the time approval was issued; we made the decision to discontinue the experiment and issue its final report to the FHWA. TIC is participating in the national discussion on RV Friendly and providing comments to FHWA.

Currently the RV Friendly program is active in Louisiana, Florida, Tennessee, Washington, Texas, Michigan, California, Alabama and Mississippi.

C. Historical Marker Program Retention

Ed Fischer reported that a local ODOT Permits Specialist had brought up concerns about the safety of the Historical Markers' design and the need to establish a clear zone. After meeting, it was decided to look at individual markers on a case by case basis and grandfather in existing marker locations. The process for new markers will be looked at so they will conform to safety issues.

D. Antique Stores as Tourist Attractions

Jim Renner reported that at the last Council meeting the Sign Committee was asked to review the Federal guidelines for Tourist Attraction (TA) Logos compared to Tourist Oriented Direction Signs (TODS) to assure that we are inline with guidelines. The consensus of the group was there should be rules of how we define TA's. It was recommended that there be a series of round table meetings with people from the Tourism Industry and small business to determine and define what a TA is, what is regional significance and what is a region.

E. Woodburn Travel Plaza

Cheryl reported that the Woodburn Visitors Center has had excellent visitor counts. A completion date for the panel displays has been set; April 1 is the finish date for the project.

Consent Calendar

A. OAR Final Adoption of Rules to Move Logo Plaques

Ed Fischer moved the OAR Final Adoption of Rules to Move Logo Plaques be approved. George Forbes seconded the motion. The motion passed with no dissenting votes.

B. Interagency Agreement with OPRD

Ed Fischer moved the Interagency Agreement with OPRD be approved. George Forbes seconded the motion. The motion passed with no dissenting votes.

**Executive Session:** None

Adjournment

Brian adjourned the meeting at 11:05 am

Respectfully submitted,

David Porter  
Council Secretary – Travel Information Council  
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