

Travel Information Council
Quarterly Meeting
Eugene Hilton
Monday, April 3, 2006

Council Participating:

Sue Parsons, Electrical Sign Industry
David Porter, Public Member
Ed Fischer, ODOT
George Forbes, Lodging Industry
Rod Miles, Outdoor Advertising Industry

Brian Doherty, Chair, Vehicular Service Industry
John Brenne Public Member
Christina Lilienthal, Public Member
Sandra Flicker, Public Member
Maria Ponzi, Public Member

TIC Staff Participating:

Cheryl Gribskov, Executive Director
Jim Renner, Deputy Director
Craig Tutor, Dev. Marketing Manager
Sharyl Parker, Industry Development

Karma Krause, Dev. Marketing Coord.
Annie VonDomitz, Communications Coord.
Angie Picha, Business Manager

Guests:

Frankie Bell, Outgoing TIC Council
Kari Westlund, CVALCO

Meg Trendler, CVALCO

Brian Doherty opened the council meeting at 3:30 pm

Presentations/Public Hearing

Sharyl Parker and George Forbes: Canadian Visitor Information System:

Sharyl Parker and George Forbes shared their experience and knowledge that they gained from attending the BC Tourism Conference and the Network Conference in February. They were very impressed with the system that is used in the area. They reported that British Columbia Visitor Centers are located at key entryways and travel corridors and offer full service amenities such as trip planning, publication display and sales of tourism products. They also pride themselves on their strong commitment to customer service and training of frontline people. British Columbia has also implemented a new sign program, they have adopted the "i" symbol as their standard sign for the Visitor Centres.

Sharyl offered to meet with anyone with questions or who wanted further information on the conference.

Introductions:

Brian introduced Sandra Flicker. Sandra has been appointed by the Governor's office to replace Frankie Bell on the Council.

Brian also introduced Kari Westlund and Meg Trendler of CVALCO.

Approval of Minutes/Financial Reports

A. Approval of February 10, 2006 Minutes

George Forbes moved the minutes be approved. Christina Lilienthal 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 and Heritage income is slightly higher than anticipated and expenditures are lower. New Technology Program income continues to increase. Overall we are within budget.

Appeals

None

New Business

A. OAR Changes for Logo Signs

Jim Renner presented the plan for making several OAR changes for our Logo signs. This will allow our OARs to coincide with the development of a new generation of application forms and the creation of new TIC website pages with revised information.

The three areas for the proposed changes are: update TIC rules for Logo criteria and Interstate Logo sizes to match the Federal Manual for Uniform Traffic Control Devices. Clarify the “Expressways” section by splitting and re-assigning its rules into the appropriate “Interstate” and “Primary & Secondary” sections. Improve the section for “Logo Riders” by adding new legends, streamlining language and clarifying size limitations.

Staff recommends that Council make initial approval of these OAR changes and to direct staff to file the necessary public Notice of Proposed Rulemaking and Statements of Need and Fiscal Impact to the Secretary of State.

David Porter moved to accept the staff recommendation. John Brenne seconded the motion. The motion passed with no dissenting votes.

B. Interagency Agreement (IGA) with ODOT Traffic

Due to time constraints this item was tabled until next meeting.

C. Next Meeting

It was decided the next meeting would be in the Portland area. Date options will be sent out to finalize the actual Council Meeting date

Old Business

A. Council Representation Replacement

Cheryl Gribskov reported that the Governor’s Office continues to work on a replacement for Jim McLean’s position. Several viable candidates have been interviewed

B. Woodburn Travel Plaza

Cheryl reported that the Woodburn Travel Plaza Kiosk is close to being complete. The Grand Opening Celebration is Wednesday, April 19th at the Woodburn Company Stores. Cheryl invited and encouraged Council to attend the event.

Executive Session: Council met in executive session for approximately 30 minutes,

Adjournment

Brian adjourned the meeting at 5:50 pm

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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