

**Travel Information Council**  
**Quarterly Meeting**  
**Crowne Plaza, Lake Oswego**  
**Friday, November 17, 2006**

---

**Council Participating:**

Sue Parsons, Electrical Sign Industry  
George Forbes, Lodging Industry  
Ed Fischer, ODOT  
Sandra Flicker, Public Member  
Maria Ponzi, Public Member  
Rod Miles, Outdoor Advertising Industry

Brian Doherty, Chair, Vehicular Service Industry  
John Brenne Public Member  
Christina Lilienthal, Public Member  
David Porter, Public Member  
Drew Roslund, Hospitality Industry

**TIC Staff Participating:**

Cheryl Gribskov, Executive Director  
Jim Renner, Sign Operations Officer  
Karma Krause, Deputy Director  
Craig Tutor, Dev. & Marketing Manager

Sharyl Parker, Industry Development Manager  
Annie VonDomitz, Executive Communications Coordinator  
Angie Picha, Business Manager

**Guests:**

Sue Miller, Pearl District  
Vic Rhodes, Pearl District  
Karen Townsend, Aurora Colony  
Jim McLean, Cold Springs Resort

Mike Ausic, Aurora Colony  
Cindy Bertlesen, Troutdale Antique District  
Frank Brodersen, RV Friendly Coord. FMCA  
Roger Thompson, President, RV Park Campground Assoc.

---

Brian Doherty called meeting to order at 9:05am

**PUBLIC HEARINGS**

---

**A. New Sign Fee Schedule and OAR changes**

Cheryl Gribskov shared with the Council that prior to the August 24, 2006 Council Meeting a random sample of customers were notified about a proposed fee increase. Those customers that responded to the mailing indicated an understanding of the need for the increase.

At the August Council Meeting the Council directed TIC staff to notify all customers of the proposed rate increase. Approximate 1700 customers received notification and were invited to testify at the public hearing on the proposed increase. Of all notified 27 responded. Two of those responses were letters noting their discomfort of the fee increase. No one notified TIC of their wish to testify or attend the public hearing.

Council recommended that they review the sign fee structure once a year at the Fall/Winter meeting.

George Forbes moved for the adoption of the proposed fee increase and the final approval of the OAR changes. John Brenne seconded the motion. The motion passed with one dissenting vote.

**B. Tourist Attraction Highway Sign OAR Changes**

Jim Renner shared with the Council that the Sign Policy Committee has reviewed the Federal guidelines for Tourist Oriented Directional (TOD) signs compared to Tourist Attraction signs (TA) to develop a policy that has a clear strong definition of a TA sign. Three focus groups were held to gather input from the industry to help define those guidelines. Staff recommended that the Council review the public testimony submitted for changes to definitions under the logo sign program and then direct staff to file the necessary Notice of Proposed Rulemaking and Statements of Need and Fiscal Impact to the Secretary of State to initiate the OAR public review process.

Sue Miller, Vic Rhodes of the Pearl District, Karen Townsend, Mike Ausic of the Aurora Colony and Cindy Bertlesen from the Troutdale Antique District gave public testimony in support of the recommended OAR changes.

David Porter moved to accept the staff recommendation and move forward with necessary filing with the Secretary of State to initiate the OAR public review process. George Forbes seconded the motion. The motion passed with no dissenting votes.

## APPEALS

---

### **A. Use of RV Friendly Symbols on RV Park Logos**

Jim Renner gave brief background on RV Friendly Symbol program. Federal Highway Administration (FHWA) issued an Interim Approval for the optional use of the RV Friendly Symbol pending official rulemaking to include the symbol in the next edition of the Manual on Uniform Traffic Control Devices (MUTCD). As directed by Council TIC discontinued the RV Friendly experiment and submitted a final report to FHWA. At a National level there is strong opinion that the RV Friendly symbol be incorporated into the design of a facility's logo as opposed to the addition of a patch attached to the lower right corner of the logo plaque. Other states that have adopted the RV Friendly Symbol program during FHWA's Interim Approval are allowing RV Parks to participate in the program. When TIC started the second field test of the RV Friendly program it was decided not to include RV Parks in this test.

Frank Brodersen, Coordinator of the RV Friendly Program with FMCA, and Roger Thompson a RV Park owner and President of RV Park Campground Association both testified in favor of allowing RV Parks to be included in the RV Friendly Program in Oregon. Jim McLean, former TIC Council Member and RV Park owner testified against the inclusion of RV Parks in the RV Friendly Program unless it is adopted as a national recommendation by the FHWA.

## FINANCIAL REPORT

---

### **A. Financial Report**

Angie Picha presented the current financial report to the Council. She reported TIC is showing stable financial health. Cash picture shows income to cover sign installations and money in the sign program budget to cover that which has already been ordered. Heritage funding accounts are stable. Revenue trends from the New Technology programs are growing steadily. Conservative spending and frugal budgeting is allowing re-growth of reserves.

## NEW BUSINESS

---

### **A. New Committee Assignments**

Cheryl Gribskov prior to the Council Meeting emailed Council Members to get input of their interest in available committee positions. Brian Doherty adopted the committee assignments as requested by Council Members.

### **B. Potential Legislation**

Cheryl Gribskov shared with Council the need for potential legislation to protect all TIC programs. Currently there is language in statute to protect TICs sign program but not other programs.

Brian Doherty, Sandy Flicker and Cheryl will work together to draft language for the upcoming legislation that will protect all TIC Programs.

### **C. Next Meeting**

After a brief discussion the next Council Meeting was set for Friday, February 23, 2007 in Yachats.

## PARTNERSHIP REPORTS

---

### **A. Heritage Tree Program**

No Report.

### **B. Historical Marker Program**

Annie VonDomitz reported that the Historical Marker Committee just recently met. They are looking to have a more proactive approach and look for sponsors for markers in underserved areas.

The Committee wants to be involved in the upcoming Oregon 150 celebration; the hope is to have 3-7 markers on topics that are relevant to the celebration with the special 150 symbol. Grant funding will be sought to cover the cost of the markers.

**C. Rest Area Services**

Sharyl Parker shared with Council that due to lack of funding the staffed Travel Plaza that had been planned for the Canyonville development was not included on the site plans. A panel display similar to the Woodburn Company Stores is anticipated for the interim, and the plan is that the staffed center will be phased in at a future date. She is still in active discussions with the tribe and will keep the Council informed of the progress.

Lane County is another area that is being looked at as a potential for a future Travel Plaza site. There are currently two Rest Areas in the area that are possibilities. There are also several local developers that are very interested in the possibility of a privatized site.

**D. Transportation Tourism Task Force**

Sharyl Parker told the Council that over 35 people attended the last meeting. Mike Nelson was elected as chair of the Task Force and Mike Burrill [~~will act as second~~] was elected as vice-chair.

A presentation was given by the Oregon Department of Aviation on a recent study they did on Aviation in Oregon and what airports are doing. Also discussed was prioritizing Task Force projects. It was felt that Siskiyou Rest Area/Welcome Center should have high priority and that it should reflect Oregon in its design, this project received strong support from the Task Force.

Brian Doherty commended TICs leadership and participation of the Transportation Tourism Task Force.

**E. MISA**

Annie VonDomitz told the Council that the MISA Conference in Lexington, Kentucky was extremely successful. From the evaluation survey that was distributed to attendees the conference received 3.6 of a possible 4 points and there was a 50% return on the surveys. Attendance from Oregon was high.

The Board is shaping up well and is very pro-active under Cheryl's leadership. There was good dialogue at the Board meeting. Growing membership is a priority. The next Conference is to be in Philadelphia.

**F. Sales & Marketing Committee**

Craig Tutor shared with Council that sales and marketing are going smoothly. We are currently during a slower period but a lot of sales calls are being made and the InfoCenter Program continues to increase.

The Welcome Centers had another successful season and there was good growth in the brochure program. Currently there are plans for opening a Welcome Center in the Portland Airport in January of 2007

---

**CONSENT CALENDAR**

**A. Approval of August 24, 2006 minutes**

George Forbes moved the minutes be approved. Sandra Flicker seconded the motion. The motion passed with no dissenting votes.

---

**ADJOURNMENT**

Brian adjourned the meeting at 11:50 pm

Respectfully submitted,

David Porter  
Council Secretary – Travel Information Council  
:ap