

**Travel Information Council**  
**Quarterly Meeting**  
**Adobe Resort, Yachats**  
**Friday, February 23, 2007**

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**Council Participating:**

David Porter, Public Member

George Forbes, Lodging Industry

Ed Fischer, ODOT

Sandra Flicker, Public Member

Maria Ponzi, Public Member

Brian Doherty, Chair, Vehicular Service Industry

John Brenne, Public Member

Drew Roslund, Hospitality Industry

Christina Lilienthal, Public Member

**Absent:**

Rod Miles, Outdoor Advertising Industry

Sue Parsons, Electrical Sign Industry

**TIC Staff Participating:**

Cheryl Gribskov, Executive Director

Jim Renner, Sign Operations Officer

Karma Krause, Deputy Director

Sharyl Parker, Industry Development Manager

Angie Picha, Business Manager

Craig Tutor, Dev. & Marketing Manager

**Guests:**

Max Glenn, Connections Unlimited

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Brian Doherty called meeting to order at 9:05am

**APPROVAL OF MINUTES - FINANCIAL REPORT**

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**A. Approval of November 17, 2006 minutes**

Sharyl Parker noted changes to the minutes; Mike Burrill should be identified as vice-chair. Also Siskiyou Welcome Center discussion should be shown as a third paragraph and note that it was set as a priority by the Task Force and by the Governor's Executive Order.

Ed Fischer moved the minutes be approved with changes. John Brenne seconded the motion. The motion passed with no dissenting votes.

**B. Financial Report**

Angie Picha presented the current financial report to the Council reporting that 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 increasing. Conservative spending is aiding in the re-growth of reserves.

**NEW BUSINESS**

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**A. Preliminary Biennial Budget**

Karma Krause presented the preliminary biennial budget to the Council. For income projections we looked at what we've done historically and also looked ahead to see what is coming. We forecasted conservatively but tried to be realistic, taking into consideration the recent sign fee increase, planned new Welcome Center in the Portland Airport, an anticipated increase in Welcome Center Management contract and the addition of two new Travel Plazas with backlit displays.

In the expense section of the budget a structure has been developed to create a savings pattern, allowing us to put away income to act as a buffer in case of an emergency. A list of savings priorities have been developed and will be discussed with our contracted accounting agency. Also budgeted are funds to perform an independent financial review. Also planned is an upgrade to our current invoicing database system, which would allow us to incorporate all our programs into one system instead of having to use multiple programs as we currently do.

Council was informed that the Executive Committee accepted a proposal from AKT accounting firm to perform a financial review. Council also discussed the importance of performing periodic financial reviews in the future.

**B. Legislation**

Cheryl Gribskov shared with Council two potential Legislative Acts. House Bill 2689 was developed to ensure protection of programs located in State rest areas and brings TIC to the table in all rest area relocation and closure planning. ODOT suggested an interagency agreement instead of a Legislative Bill, OPRD agreed with that option. Cheryl requested ODOT provide the IGA language. After reviewing the language from ODOT the decision will be made whether to go with an interagency agreement or move forward with the Bill.

The second is an LC Draft, including definitions for the Travel Plaza Program.

**C. Pendleton Travel Plaza**

Sharyl Parker reported that there has been an indication of interest for a Travel Plaza in the Pendleton area from several key partners including Pendleton Chamber, City Council and the Umatilla Tribe. A meeting with partners has been set for March 22<sup>nd</sup>. The site being looked at is off of I-84 exit 216 near the Wildhorse Resort-Casino. This Travel Plaza would be a public/private partnership.

**D. Visitor Info Center Signs**

Cheryl Gribskov reported to the Council that there has been interest on part of the visitor industry for TIC to adopt Visitor Information Center Signing. The signing is for visitor information centers located on off-interstate highways. TIC would offer the signing through the TOD (Tourist Oriented Directional) program. The possibility of using international symbol of “i” will be considered.

Staff asked the Council members for authority to move forward with exploration of the idea. The Council voiced a unanimous vote to move forward with research. In the interim ODOT will wait on any replacement or new signing while TIC researches the viability of taking on this program.

**E. Next Meeting**

After a brief discussion it was decided to look at the holding the next meeting in Yamhill County on June 14-15, 2007.

**OLD BUSINESS**

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**A. Siskiyou Rest Area**

Cheryl Gribskov reported that funding is an issue for the rebuilding of the Siskiyou Welcome Center. Because the location is a gateway to the Rogue Scenic area, there may funds available through the Travel Enhancement Fund. At this point ODOT is moving forward as though funding is available to rebuild the site, although ODOT has not budgeted the necessary dollars.

**B. Canyonville Rest Stop**

Sharyl Parker gave an update on the progress of the Canyonville Rest Stop. Everyone is back on board and we are working with the Tribe and Bob Meeker, who built the Woodburn kiosk, to develop a plan for the kiosk at Canyonville. The Tribe has committed to provide utilities and a cover for the kiosk. The Visitors Center is planned for a future phase, possible in the next couple of years. Cheryl Gribskov and Sharyl Parker have a meeting with the Tribe March 8<sup>th</sup>.

Sharyl also updated Council members on the status of the Lane County Travel Plaza project. A new private developer has indicated interest in building a visitor center structure near a major interchange. Kari Westlund (CEO of CVALCO) and Parker will be meeting further with this developer to determine costs, timeline, and responsibilities, and with the CVALCO Board of Directors to determine best course of action.

**C. Approval of OAR changes for Tourist Attraction Highway Signs**

Jim Renner presented the final changes in the proposed OARs for Tourist Attraction Highway Signs. The Notice

of Proposed Rulemaking and Statement of Need and Fiscal Impact were published in the Oregon Bulletin on January 1, 2007. There have been no requests for a rulemaking hearing.

Staff recommends that the Council make final approval of these OAR changes and to direct staff to file the necessary papers with the Secretary of State and Legislative Counsel.

David Porter moved to accept the staff recommendations. Christina Lilienthal seconded the motion. The motion passed with no dissenting votes.

## **PARTNERSHIP REPORTS**

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

Jim Renner reported to the Council that the program has three new trees to be dedicated during 2007. April 4th is to be the Statewide Dedication. It will take place in Rhododendron, Oregon and dedicates the Barlow Road Tollgate Maples, planted by Daniel Parker in the 1880's.

Dedications for the State Fairgrounds Oak Grove most likely will coincide with the State Fair in August, and the Giant Spruce of Cape Perpetua is planned sometime between September and October.

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

George Forbes reported that the committee is working to complete the Abert Rim marker near Lakeview. The committee is also working on the development of the Camp Adair marker that will replace the current wood routed marker located north of Corvallis.

Salemtowne Volunteers have restored the 41<sup>st</sup> Infantry Division, Tillamook Burn and Sunset Highway markers in the last 6 months.

The committee has a new member, Dick Mathews from the Oregon Historical Society and will consider another new member, Robert Keeler at the May meeting.

The committee has identified underserved areas and topics through-out Oregon and is working on a plan to develop them into new markers. The committee is developing a White Paper to submit to the OR 150 planning committee that outlines the committee's plan for contributing to the Sesquicentennial event in 2009.

### **C. Transportation Tourism Task Force**

Sharyl Parker reported that the next Task Force meeting is in Ashland on March 7<sup>th</sup>, 10am – 2pm, coinciding with the Welcome Center Conference and the fact that Siskiyou Welcome Center has been named a priority by the Governor and the Task Force. Mike Nelson will not be at the meeting so Mike Burrill, Vice Chair, will act as Chair. A full agenda is planned, including an update on Siskiyou Welcome Center, presentation on new Welcome Center/State Parks/TIC partnership project at Crissey Field in Brookings, Federal Oasis Program, and a Rest Area Safety presentation by Oregon State Police.

The Governor requested that the TTTF hold regional transportation/tourism meetings. The first of these meetings is being held following the March 7<sup>th</sup> TTTF meeting in Ashland. Local state task force members are being invited, as well as local leaders in economic development, tourism, and transportation.

### **D. MISA**

Cheryl Gribskov reported for Annie VonDomitz. The conference dates have been set for September 10-12, 2007 in Philadelphia. Annie will be meeting in Philadelphia with the board in March to plan for the conference.

MISA funds that were previously located in Kentucky have been moved to First Tech Bank in Salem, and Cheryl is in charge of maintaining the financial reports for the association.

**E. Sales & Marketing Committee**

George Forbes reported that a Sales Program review meeting was held the previous day at 4:00pm at the Overleaf Lodge. TripCheck and the WiFi programs were reviewed.

TripCheck is the number one site in user sessions in Oregon. Unfortunately it has not been quite as profitable as had been initially hoped and has incurred some political ramifications. The program has evolved to a level where minimal maintenance of the program is needed. More marketing for the programs is planned.

WiFi has a positive looking future and hasn't had the political attention that TripCheck has received.

**ADJOURNMENT**

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David Porter (Brian Doherty had to leave early and David Porter stepped in as Chair of meeting) adjourned the meeting at 11:10 am

Respectfully submitted,

David Porter  
Council Secretary – Travel Information Council  
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