

Travel Information Council
Quarterly Meeting
Teleconference
Friday, June 15, 2007

Council Participating:

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

Brian Doherty, Chair, Vehicular Service Industry
John Brenne, Public Member
Drew Roslund, Hospitality Industry
Maria Ponzi, Public Member

Absent:

Sandra Flicker, Public Member
Christina Lilienthal, Public Member

Sue Parsons, Electrical Sign Industry

TIC Staff Participating:

Cheryl Gribskov, Executive Director
Jim Renner, Sign Operations Officer
Karma Krause, Deputy Director

Craig Tutor, Dev. & Marketing Manager
Angie Picha, Business Manager

Guest:

Roseanne Alspektor, Island Co. Tourism

David Porter convened the meeting at 9:10 am in Brian Doherty's absence due to unavoidable delay. Brian joined the telephonic Council meeting in progress.

APPROVAL OF MINUTES - FINANCIAL REPORT

A. Approval of February 23, 2007 minutes

George Forbes moved the minutes be approved. 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 sufficient income to cover sign installations and upcoming budgeted expenses. 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

A. Awarding of Sign Contract

Jim Renner presented the background on the service area covered by the new sign contract. Previously, the greater Portland metro area, Columbia River Gorge and Central Oregon have been covered by the contract. This new RFQ added Klamath Falls and Lakeview to the current area. Only one contractor, Coral Construction, responded to the RFQ.

It is recommended by TIC staff that the Council approve entering into a new contract with Coral Construction for the 2007-2009 Biennium.

George Forbes moved the contract be approved. John Brenne seconded the motion. The motion passed with no dissenting votes.

B. Expansion of InfoCenter Brochure Program

Craig Tutor shared with Council that Mike White with Travel Media Distributing approached TIC about expanding their brochure presence into more rest areas than they currently participate in under the InfoCenter program. They have asked to install plastic, weather-resistant brochure boxes in 20 additional rest area locations. The boxes contain three shelves. Travel Media would occupy two of the shelves and the third would be available to TIC to resell. Travel Media would pay a monthly rate for placement of the boxes in the rest areas. They would also be responsible for stocking their own brochures. Estimated income potential generated from this expansion

would be \$12,000.

TIC would need to amend their agreement with ODOT to allow for this service to be placed in additional rest areas. Craig asked the Council for their consent to move forward with this opportunity. The Council gave their support for the program.

C. Oasis Program

Cheryl Gribskov shared with Council that after review by TIC and ODOT it is recommended that TIC manage the Interstate Oasis program through agreement with ODOT.

The Interstate Oasis program was passed into federal law with support by the National Assoc. of Truck Stop Operators. The program creates a public/private partnership with the goal of enhanced safety and convenience for highway travelers and increased access to truck parking.

TIC's role would be to ensure that the applicant meets the eligibility criteria and that ODOT reviews and approves the project allowing TIC to issue signs. TIC would also encourage the facility owner to include a Travel Plaza or InfoCenter as part of the development.

Cheryl asked for Council's approval that TIC staff work with ODOT to develop the approval process for the Oasis Program and clarify roles of each agency, build language into the interagency agreement and Administrative rules.

George Forbes moved to approve the recommendation. Rod Miles seconded the motion. The motion passed with no dissenting votes.

D. Next Meeting

It was decided to let the Transportation Tourism Task Force finalize their meeting date and location for September and schedule the Council meeting in conjunction with the Task Force meeting.

OLD BUSINESS

A. Travel Plazas

Cheryl Gribskov reported that there had been no significant changes with the Travel Plaza program since the last meeting. The Canyonville project currently has architectural designs being worked on to get an estimation of cost. Discussions in Pendleton with the Confederated tribes of Umatilla Indian Reservation have slowed as they are currently looking at another direction.

B. Visitor Information Signing

Cheryl shared that Visitor Information signing was discussed last week at the OAVCB conference. Cheryl complimented Ed Fischer for a job well done in working with the group. OAVCB is working to create a list of consistent standards for qualification of signing. They are working on recommendations on whether to continue with a program through ODOT or look at the possibility of going to TOD-like signs through TIC. TOD signs would have an expense associated with them, allowing TIC to cover costs of the program. ODOT signs would not have a fee attached.

C. Siskiyou Rest Area

Cheryl Gribskov commended Brian Doherty for his work with Bill Perry, Senator Bates and ODOT to secure funds for the Siskiyou rest area. The Welcome Center is not covered in the ODOT funding for the rest area basics, so funds are still being identified for that piece of the project. There is an estimate of 2 million dollars in cost for the Welcome Center.

The application for land use has recently been submitted. ODOT has stepped up the application process to ensure that land use approval is in place by October.

D. Temporary Budget/Operating Approval

Karma Krause asked Council to provide authority to operate temporarily until approval of biennial budget at next Council meeting. Due to this meeting being a teleconference meeting, it was felt that it was not conducive to the public hearing necessary for budget approval and would be appropriate to approve the Biennial Budget at the next meeting in September, allowing in-person public attendance for anyone who may wish to weigh in on the

budget.

George Forbes moved to allow TIC to proceed temporarily until the biennial budget can be approved at the September quarterly Council meeting. Rod Miles seconded the motion. The motion passed with no dissenting votes.

PARTNERSHIP REPORTS

A. Heritage Tree Program

No Report

B. Historical Marker Program

No Report

C. MISA

No Report

D. Sales & Marketing Committee

Craig Tutor reported that the Sales committee had done a thorough review of the TripCheck program. It was determined and recommended that it would be in the best interest of the program to give it more time to mature. Stepped up marketing and possible changes on the site are planned for the upcoming year.

Wireless is the next program planned for review, the possibility of expanding the program is being considered.

E. Transportation Tourism Task Force

Council members that are part of the Task Force shared that the meeting in Ashland was very exciting and the presentations and content were excellent and very informative.

The next Task Force meeting is scheduled for Thursday, July 19th at the ODOT headquarters in Salem.

CONSENT CALENDAR

A. Interagency Agreement OPRD

Jim Renner said that the interagency agreement with Oregon Parks and Rec. Dept is a renewal of an existing agreement. The agreement covers TIC property that is on OPRD land. Currently TIC has two InfoCenters, several Historical Markers and Heritage Trees located on Parks property. This agreement also allows reimbursement of electrical usage to OPRD for TIC's InfoCenter at Brookings.

John Brenne moved to renew the interagency agreement with OPRD. Drew Roslund seconded the motion. The motion passed with no dissenting votes.

ADJOURNMENT

David Porter adjourned the meeting at 10:10 am

Respectfully submitted,

David Porter
Council Secretary – Travel Information Council
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