

**Travel Information Council**  
**Quarterly Meeting**  
**Crowne Plaza – Lake Oswego, Oregon**  
**Wednesday, September 12, 2007**

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**Council Participating:**

David Porter, Public Member

George Forbes, Lodging Industry

Ed Fischer, ODOT

Rod Miles, Outdoor Advertising Industry

Sandra Flicker, Public Member

Mike Drennan, Public Member

Brian Doherty, Chair, Vehicular Service Industry

John Brenne, Public Member

Drew Roslund, Hospitality Industry

Maria Ponzi, Public Member

Sue Parsons, Electrical Sign Industry

**TIC Staff Participating:**

Cheryl Gribskov, Executive Director

Sharyl Parker, Industry Dev. Manager

Craig Tutor, Dev. & Marketing Manager

Angie Picha, Business Manager

**Guest:**

Marcia Martin, Marcia Martin & Assoc.

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Brian Doherty convened the meeting at 10:00 am.

**INTRODUCTIONS**

Brian introduced Mike Drennan. He is the Governor's replacement for Congressional District 4, replacing Christina Lilienthal on the Council. Mike is Vice President of Liberty Bank in Eugene Oregon.

**APPROVAL OF MINUTES - FINANCIAL REPORT**

**A. Approval of June 15, 2007 minutes**

Ed Fischer moved the minutes be approved. George Forbes 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 healthy financial stability. 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.

Council voiced concern regarding the format of the quarterly financial report provided to the Council. Staff will work to reformat and adjust the report to meet the Councils request and needs.

**NEW BUSINESS**

**A. Council Executive Committee Slate of Officers**

Cheryl reviewed the proposed slate of officers; David Porter as Chair, George Forbes as Vice-Chair and Drew Roslund as Secretary. No other interested parties stepped forward from the Council for the open positions.

John Brenne moved the proposed slate of officers be approved. Ed Fischer seconded the motion. The motion passed with no dissenting votes.

**B. Oregon 150 Marker Development Program**

Cheryl introduced Marcia Martin of Marcia Martin & Associates. Marcia is a new contractor that TIC has hired to work on a strategic plan to increase TIC's visibility.

Marcia presented the Council with an outline for the Historical Marker programs involvement in the Oregon 150 Celebration. This involvement would help elevate TICs visibility throughout Oregon. Under the current proposal seven new markers will be created, one for each of the seven Oregon tourism regions. These markers showcase each of the regions unique and diverse identity, being positioned as informative gateways introducing the traveling public to the area.

It is estimated that \$50,000 will be needed over a two year period to cover cost of the seven markers. Funds will come from sponsorship and donations from corporations, individuals and grants.

Marcia asked that a development committee be formed from the Council members that would give guidance to the Historical Marker committee. They would help guide content and location of the markers and identify potential corporate sponsors. John Brenne, Maria Ponzi, Rod Miles, David Porter and Sandy Flicker volunteered to serve on the committee.

**C. Review of Fee Structure**

Cheryl informed the Council that it has been one year since the sign fee increase. After review of the cash flow it is recommended by staff that there is no need for a fee increase at this time.

George Forbes moved to approve the staff recommendation. John Brenne seconded the motion. The motion passed with no dissenting votes.

**D. Strategic Rest Area Plan**

Cheryl shared with the Council that Travel Oregon wishes to contract with TIC to oversee the Strategic Rest Area Plan.

TIC would review all the rest areas across the state, gathering sufficient data to prepare a document with statewide recommendations for the rest area system. After approval of the document by the Oregon Transportation Commission the final product would be submitted to the next legislative session for funding.

Cheryl requested Councils approval to act as contractor for Travel Oregon in this process. The contract value would be between \$15,000 and \$20,000.

David Porter moved to approve the staff request. Sue Parsons seconded the motion. The motion passed with no dissenting votes.

**E. Next Meeting**

The second week in December is being looked at for the next meeting. Several groups including ODOT Commission, Travel Oregon, OACVB and the Transportation Tourism Task Force are meeting that week and the goal is to meet within the same week so all groups can gather and meet each other.

**OLD BUSINESS**

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**A. Biennial Budget Approval**

Cheryl Gribskov reported that there had been adjustments to the budget; two job positions were added and one eliminated from the Administrative Budget and seed money for the Oregon 150 markers was added to the Heritage Programs budget.

David Porter moved to approve the Biennial Budget. Sandy Flicker seconded the motion. The motion passed with no dissenting votes.

**B. Oasis Program**

Cheryl Gribskov informed the Council that the Interagency Agreement language has received approval from ODOT and that now needs Council approval to move forward allowing the establishment of a signing and marketing/education plan. Ed Fischer shared that ODOT needs to stay closely involved with the program since any Federal funding would need to come through ODOT.

John Brenne moved to approve the IGA language. Rod Miles seconded the motion. The motion passed with no dissenting votes.

**Brian Doherty had to leave early and turned meeting over David Porter.**

**PARTNERSHIP REPORTS**

**A. Heritage Tree Program**

The Heritage Tree program had a dedication in August at the State Fair Grounds that was well attended. There was a guest that annually attended the State Fair years ago and actually camped among the grove of Oak trees that added a real connection to the grove. The dedication of the site saved the grove from being removed and the land turned into parking for the fair grounds.

Cheryl invited Council members to attend the next dedication of the Giant Spruce of Cape Perpetua in Yachats on Saturday.

**B. Historical Marker Program**

The Committee is gearing up for the Oregon 150 celebration. Seed money has been earmarked in the biennial budget for the markers. The Committee has recruited two new members.

**C. MISA**

Currently MISA is wrapping up their annual conference in Philadelphia. Annie and Jim are in attendance at the conference. TIC has been the Executive Director for the organization for the last two years. Because of the amount of work required by TIC to oversee coordination of MISA vs. the administrative compensation received for that work and current communication issues that have arisen, a discussion is planned to review whether TIC should continue in its current capacity as executive director.

Council requested that Staff review the costs and benefits of continuing our role as Exec Director of MISA and report back to the Council with findings.

**D. Sales & Marketing Committee**

Craig Tutor reported that the Sales committee met yesterday. There is a lot happening and it is all very positive. There is a need to give programs more time to develop fully and have ways to measure success in place.

TripCheck has launched a new service allowing people to access the site from their cell phone and call the facilities directly through a link. Craig plans to promote that new feature in the upcoming months. He is also working with ODOT on several changes to the site that will make it more user friendly.

The WiFi contract with CoachConnect has expired and they chose not to renew. They did offer to continue to maintain the site while we set up a new contractor. We will get 100% of the revenue stream and will pay a fee to CoachConnect to oversee the site.

ODOT has signed off on the expansion of the brochure program in the rest areas. The Travel Coupon Guide will take two of the three new spots available in the rest areas.

**E. Transportation Tourism Task Force**

The Task Force met the previous day. All were impressed by the attendance and the caliber of people participating in the group. Three of the five ODOT Transportation Commissioners attended the meeting. The State Transportation Plan was presented.

ODOT Region 5 reported that the Land Use Application for the Siskiyou Welcome Center Project had been submitted on June 25, 2007.

Several meetings have been held by a Task Force sub-committee to iron out the details around the Winter Travel Safety piece including design, dissemination and additional industry partners. The goal is to have them printed and distributed by November 1.

It was voiced by Task Force members that this group presents a forum that allows needs and concerns to be expressed in transportation and tourism.

**ADJOURNMENT**

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David Porter adjourned the meeting at 12:00 pm.

Respectfully submitted,

Drew Roslund  
Council Secretary – Travel Information Council  
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