

Travel Information Council
Quarterly Meeting
Salem Convention Center - Salem, Oregon
Tuesday, December 11, 2007

Council Participating:

David Porter, Public Member	Drew Roslund, Hospitality Industry
George Forbes, Lodging Industry	John Brenne, Public Member
Ed Fischer, ODOT	Mike Drennan, Public Member
Rod Miles, Outdoor Advertising Industry	Maria Ponzi, Public Member
Sandra Flicker, Public Member	Tom Loun, Electrical Sign Industry

TIC Staff Participating:

Cheryl Gribskov, Executive Director	Annie VonDomitz, Executive Communications Coordinator.
Jim Renner, Sign Operation Officer	Diane Cheyne, Sign Services Coordinator
Sharyl Parker, Industry Dev. Manager	Angie Picha, Business Manager
Craig Tutor, Dev. & Marketing Manager	

Guest:

Gregg Mindt, Oregon Lodging Association

David Porter convened the meeting at 10:10 am.

INTRODUCTIONS

David Porter introduced Tom Loun. He is replacing Sue Parsons on the Council. Tom is part owner of Traffic Safety Supply in Portland, Oregon.

Cheryl Gribskov introduced Diane Cheyne. Diane is the Sign Services Coordinator at the Travel Information Council Office. Cheryl told the Council that Diane was primarily responsible for the 100% Excellent/Good customer service rating from our last quarter customer survey.

APPROVAL OF MINUTES - FINANCIAL REPORT

A. Approval of September 12, 2007 minutes

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

B. Financial Report

Angie Picha presented the revised financial report to the Council. The new report now includes break out bank account balances and interest income. The updated report compares expenditures to date to budget to date.

Angie reported 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.

PRESENTATION

The TIC OLA Awards dinner video was shown. Drew Roslund and George Forbes attended the event and commended TIC for their well deserved award.

NEW BUSINESS

A. Heritage Tree Program – Highway Signs for Heritage Trees

Jim presented the Council with a proposal to research the possibility of developing a Heritage Tree highway sign program.

At the July Heritage Tree Committee meeting, Drew Roslund challenged the committee to look for ways to better promote the Oregon Heritage Tree program and to provide signing on highways to help motorists find our Heritage Trees.

Jim explained to Council that TIC has already developed and used two different types of heritage tree highway signs for special situations. Further research and discussions with ODOT would be needed to determine whether the program is a possibility. Cost and funding would also need to be determined.

Staff recommendation is for Council to approve development of the Oregon Heritage Tree highway signs and bring back a proposal to the Council for review in 2008.

Council unanimously approved pursuing the development of the program.

B. Protection Of Rest Area Program

Cheryl told Council that we currently have legislation that protects our signs if there is an ODOT highway right of way transfer to a local jurisdiction that affects our customer signing. We now have a similar situation with our Historical Marker and InfoCenter programs in the Rest Area system. As ODOT looks at alternatives to the current rest area system, we hazard the possibility of our programs being negatively affected if not protected when rest areas are closed or privatized. The most current circumstance of this is the Cow Creek Rest Area which is being privatized and moved to Canyonville. Sharyl Parker worked with the Tribe to ensure our InfoCenters and Markers are protected and have a home in their new facility.

We need to be diligent in ensuring that our customers are protected and the traveler is being served. The Transportation Tourism Task Force subcommittee is meeting at the end of January to set the direction for the upcoming year. One of the possible outcomes of the meeting is a template for visitor services that is congruent statewide. If this happens it would possibly set precedence for the visitor structure provided in rest areas.

C. Council Retreat

Cheryl shared with the Council that the last Council retreat was in April of 2000. Ed Fischer is the only current Council member that attended that retreat. Both TripCheck Sales program and Travel Plazas were developed from that retreat.

It was decided to look at the fall of 2008, possibly September to hold a Council retreat.

D. WiFi Program

Drew Roslund reported to the Council that TIC took the WiFi program in-house in August after Road Connect decided not to renew their contract with TIC. Craig and Drew have had discussions and decided to take the WiFi program back to the Sales Committee for reevaluation. Currently Craig and Drew are working on compiling data for a report. It is anticipated it will be ready for the February Council meeting.

Craig reported that there is growth potential with the possibility of adding 5 state parks locations. Target date is to have them installed by June 2008. State Parks will cover the costs of installation of the equipment and we would maintain the sites.

E. Next Meeting

The next Council meeting will be in Ashland Friday, February 29th, 2008, with dinner the evening before on the 28th.

OLD BUSINESS

A. Strategic Rest Area Plan

Cheryl Gribskov told Council that the Strategic Rest Area Plan is finished and ready to present to the ODOT Commission at their meeting December 12, 2008. Todd Davidson and Cheryl will present the report to the Commission.

Cheryl was the primary staff person working on the project, but she largely gave credit to Sue Parsons for the information gathering that made up the report. Sue visited the state rest areas and interviewed patrons on their view and feelings of the current system. Chris Havel, another independent contractor did the design of the report.

Response from the industry on the final product has been positive.

B. Oregon 150 Markers

Annie passed out a copy of the tentative Oregon 150 Markers panel design. The Historical Marker Committee is excited and being very proactive. The Sub-Committee is planning to hold a teleconference at the beginning of January at which Marcia Martin will give a presentation. A possible location for the markers is in state parks and in rest areas that are located in gateway locations. It is anticipated that there will be two markers in each region and with four in the eastern Oregon area due to its size.

C. Oasis Program

Cheryl shared with the Council that TIC had been working with ODOT over the last year on language for an IGA to designate TIC as a facilitator in the Oasis program. A big piece of that would be coordination of the necessary signage. Cheryl is now under the understanding that the language in the IGA to include TIC in the program has been pulled by ODOT management.

D. Siskiyou Rest Area

Drew Roslund reported that the Land Use application that was submitted in late June of this year has finally been completed as of late November or early December. A Town Hall type meeting is tentative planned for the end of February.

PARTNERSHIP REPORTS

A. Heritage Tree Program

No Report.

B. Historical Marker Program

Annie reported several markers are currently in the works. Vanport, Westport and Camp Adair are all in process. She has an onsite scheduled for the Westport marker this week. The committee is also very excited about the Oregon 150 project.

C. MISA

Annie reported that the Annual Conference in Philadelphia in September went very well. The new board is working on building the membership base. The board is also committed to work towards increasing the administrative compensation that TIC receives for their work. Increasing the membership would help cover that increase.

The next Annual Conference will be in Seattle in late September 2008.

D. Sales & Marketing Committee

No Report

E. Transportation Tourism Task Force

Sharyl Parker reported that the Task Force met the previous day. Siskiyou and the Strategic Rest Area Plan were discussed.

Sharyl told Council that there has been excellent media interest on the new Winter Travel Guide that the Task Force spearheaded. It has included newspapers, radio and TV news stations. Initially a production of 20,000 were planned but after high interest in the piece 150,000 were printed. The Governor recognized the organizations involved in the production of the Travel Guide.

ADJOURNMENT

David Porter adjourned the meeting at 12:00 pm.

Respectfully submitted,

Drew Roslund
Council Secretary – Travel Information Council
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