

**Travel Information Council**  
**Quarterly Meeting**  
**Oregon Garden Resort, Silverton, Oregon**  
**Friday, March 27, 2009**

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**Council Participating:**

David Porter, Public Member	Drew Roslund, Hospitality Industry
George Forbes, Lodging Industry	Sandra Flicker, Public Member
Ed Fischer, ODOT	Tom Loun, Electrical Sign Industry
John Brenne, Public Member	Brodie Hylton, Vehicular Services

**Absent:**

Rod Miles, Outdoor Advertising Industry	Maria Ponzi, Public Member
Mike Drennan, Public Member	

**TIC Staff Participating:**

Cheryl Gribskov, Executive Director	Annie VonDomitz, Events & Program Manager
Mary Pat Parker, Chief of Staff	Sharyl Parker, Industry Dev. Manager
Jim Renner, Sign Operation Officer	Angie Picha, Business Manager
Craig Tutor, Dev. & Marketing Manager	

**Guest:**

David Woolson, CEO – Metropolitan Exposition Recreation Commission

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David Porter convened the meeting at 9:05 AM

**MINUTES - FINANCIAL REPORT**

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**A. Approval of December 12, 2008 Council minutes**

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

**B. Financial Report**

Due to meeting time constraints and several questions the financial report was postponed.

**C. Executive Director Report – Contract/Expenditures Exceeding \$25,000**

Cheryl Gribskov reported that in accordance with statute the Council approves any contract for goods or professional service and any expenditure over \$25,000. Due to staff oversight, two instances have occurred where this procedure was not enacted. Those items are being brought to Council today to seek approval and rectify the oversight.

A purchase of a 2008 Dodge 5500 4x4 work truck cab and chassis was made for \$42,121 as a replacement of a 1999 Dodge 3500 4x4 work truck. The 1999 vehicle had become unreliable and in need of frequent repair, it was ascertained that replacing the vehicle would be more cost effective.

A one-year personal services contract was awarded to Nancy Salucci for a not to exceed amount of \$31,200. The contracts scope of work provide for the development of a statewide Heritage Tree Association, promoting development of local heritage tree programs, and publicity and growth of Travel Information Council's (TIC's) Oregon Heritage Tree Program.

Two expenditures over \$25,000 are expected and staff requested Council pre-approval to move forward on these items.

The purchase of outfitting 2008 Dodge 5500 4x4 work truck for \$58,341. This includes utility service body, hydraulic crane, outriggers, post rack, ladder, power inverter, lights and other equipment.

Construction contract work orders to Coral Construction for \$86,601 to build 6 new interstate logo signs in Southern Oregon. Replace 4 signs that currently have round post supports with new I beam steel supports and new boards. It also includes expanding 2 lodging boards to hold six logos and modify two other boards to hold new Attraction Logos. Bundling these projects will save TIC over \$25,000 in project efficiencies.

Ed Fischer moved the two previous and two upcoming expenditures be approved. Tom Loun seconded the motion. The motion passed with no dissenting votes.

**PRESENTATION** – David Woolson, CEO – Metropolitan Exposition Recreation Commission  
“A View of the Horizon, A Look in the Mirror”

## **NEW BUSINESS**

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### **A. 2009-2011 Budget Forecast**

Cheryl Gribskov reported to Council that under normal circumstances the preliminary biennial budget is approved by Council in the spring and made available to the public for comment prior to final approval in June.

Staff started to do budget calculations, but due to so many unknowns we don't have the capability to prepare a budget right now that we feel comfortable with. The unknowns are primarily related to income. Due to these issues it is planned to retain an outside person from our accounting firm that has the background and capability to assist in developing a budget that takes into account all the contingencies. The budget document would allow for adjustments dependent on outcome of the unknowns and it would include policy decisions on how to address any effect the outcome would have on the agency.

Cheryl plans for a teleconference with Council at the beginning of May once the budget document is completed to get approval of the preliminary budget. It will then be available for public comment and final approval will be at the June meeting.

### **B. Approval of OAR Changes for Sign Program**

Jim Renner reported that at the last Council meeting held in December, the Council reviewed proposed changes to Oregon Administrative Rules recommended by the Sign Policy Committee. These rules clarify language in TIC's Administrative Rules to meet the federal guidelines for substantial conformance and assure continuation of current sign program practices. At that meeting the Council approved a motion to file the proposed rule changes to the Secretary of State to initiate the OAR public review process. The Notice of Proposed Rulemaking and Statement of Need and Fiscal Impact were published in the Oregon Bulletin in January. There were no requests for a rulemaking hearing.

With this process completed the Council may now make the final approval of the OAR changes. Once this approval is received the staff will file the necessary papers with the Secretary of State and Legislative Counsel.

Ed Fischer made two minor amendment recommendations:

OAR 733-030-0016 Location (3): Change must to may in the last sentence: “If all five service legends exist at one interchange, one Logo Sign ~~must~~ may combine two service legends.”

OAR 733-030-0021 Criteria for Specific Information Permitted (1): Change ADA to Americans for Disabilities Act to clarify its definition since it is the first time it's used in the document: “Each business identified on a Logo Sign shall have given written assurance to the Council of its conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex, or national origin, meet all applicable Federal and State ~~ADA~~ Americans for Disabilities Act guidelines, and shall not be in breach of that assurance.”

Ed Fischer moved to accept the OAR changes with the two new amendments. George Forbes seconded the motion. The motion passed with no dissenting votes.

**C. Approval of OAR Changes for Oasis Program**

Jim Renner reported that initially these Oasis Program rules were drafted about six months ago. The Sign Policy committee reviewed them briefly, but it was set aside because it was premature to move forward at that time. The interest in the Oasis program has increased significantly over the last several weeks so the proposed rules have been completed and are now ready for submission to Secretary of State for Public Notice of Proposed Rulemaking and Statements of Need and Fiscal Impact. With approval by Council today the changes will be submitted to the Secretary of State and a notice will appear in the Oregon Bulletin. At the next Council meeting the OARS could be ready for the final approval.

George Forbes moved to approve staff to proceed with filing the necessary papers to the Secretary of State and allow TIC to begin the implementation process of the Oasis program. Sandy Flicker seconded the motion. The motion passed with no dissenting votes.

**D. Legislation of Interest**

Cheryl Gribskov reported that TIC is currently monitoring eleven legislative pieces; most are simply of interest to Council network relationships or are of peripheral interest.

Two bills are being watched more closely. House Bill 2234 allows ODOT to set administrative rules that enhance the ability of State Police to enforce laws within the rest areas. House Bill 2236 is the Alternative Fuel Corridor Project that would allow commercial entities within the rest areas to financially support electrical car charging stations. Concern with this bill is the possibility it may cause unfair competition with businesses at nearby interchanges.

Two bills require Council action. Senate Bill 689 is an ODOT bill that mainly deals with outdoor advertising laws. The laws are being amended with this bill are also the laws where TIC has its statutory authority. Previously TIC had an inappropriate amount of authority within the outdoor advertising laws, much of that was rectified in the early 1990's. However, TIC is still mentioned in Section 11 of the statute, placing us in a position to receive penalties for outdoor advertising violations. We are working with ODOT to remove TIC from section 11.

Sandy Flicker moved to approve removal of Language in section 11 of ORS 377.992 that lists Travel Information Council as a participant in outdoor advertising laws. John Brenne seconded the motion. The motion passed with no dissenting votes.

Senate Bill 927 is legislation that has previously been presented. The bill would add churches and religious institutions as well as community service organizations to the Tourist Oriented Directional signs (TODs) program. Due to the federal sign standards calling for weekly minimal operational hours and criteria that relates specifically to the visitor industry, it is not an appropriate vehicle for church or religious institution signing. Cheryl plans to meet with the bill sponsor to see if options might be available to meet her needs without legislation.

Sandy Flicker moved to not approve legislation that would expand the TODs program to include churches or religious institutions or community service organizations. John Brenne seconded the motion. The motion passed with no dissenting votes.

Cheryl shared a legislative concept that is in development; currently it does not have a bill number. The intended bill would increase the Council size from eleven to thirteen members. The two additional positions would consist of a local government, and motorist interest member. John Brenne and AAA proposed the two new positions be introduced to the Council. The next step is to find a bill that contains a relating clause that will allow us to introduce the bill. Cheryl will update the Council on the progression of the bill on the teleconference meeting in May.

**E. Next Meeting**

The next meeting will be during June in McMinnville. The date is yet to be determined.

**PARTNERSHIP REPORTS**

Summary reports of recent program activities were provided in Council meeting packets.

**ADJOURNMENT**

David Porter adjourned the standard meeting at 11:00 AM and the Council went into Executive Session.

Respectfully submitted,

Drew Roslund  
Council Secretary – Travel Information Council  
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