

Travel Information Council
Quarterly Meeting
Crater Lake Lodge, Crater Lake Oregon
Friday, September 25, 2009

Council Participating:

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| David Porter, Public Member | Drew Roslund, Hospitality Industry |
| George Forbes, Lodging Industry | Sandra Flicker, Public Member |
| Ed Fischer, ODOT | Tom Loun, Electrical Sign Industry |
| Steve Petersen, Public Member | Brodie Hylton, Vehicular Services |
| Rod Miles, Outdoor Advertising Industry | Mike Drennan, Public Member |

Absent:

Maria Ponzi, Public Member

TIC Staff Participating:

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| Tim Pickett, Chief Financial Officer | Annie VonDomitz, Chief Community Assets Officer |
| Jim Renner, Chief Operations Officer | Mary Pat Parker, Chief Communications Officer |
| Morgan Viridi, Executive Assistant | |

Guest:

Amy Burkesmith, Wilsonville Chamber and Visitor Center

David Porter called the meeting of the Travel Information Council (TIC) to order at 9:01 AM

INTRODUCTIONS

David Porter made the announcement that former council member Jim McLean tragically passed away from heart failure earlier in the week. Council members and staff voiced their sympathies.

David Porter introduced TIC's newest council member, Steve Petersen. Steve is the former director of Economic Development for the State of Oregon. Steve was referred to TIC by Mike Nelson, Oregon Department of Transportation Commissioner. Steve Petersen is retired from the State of Oregon, but recently went back to work in the private sector for CH2m Hill.

MINUTES - FINANCIAL REPORT

A. Approval of June 3rd, 2009 Council minutes

George Forbes moved that the minutes be approved. Rod Miles seconded the motion. The motion passed with no dissenting votes.

B. Chief Executive Officer Report- Agency Structure

Cheryl Gribskov, Chief Executive Officer, was unable to attend the council meeting due to a death in the family. David Porter, acting on Cheryl's behalf, made the CEO's presentation to the council.

TIC has moved to a leadership model based on a corporate structure. The Council sets agency policy and goals. Cheryl Gribskov leads the agency, assisted by an executive team including: Chief Financial Officer (CFO), Tim Pickett, Chief Operations Officer (COO), Jim Renner, Chief Communications Officer (CCO), Mary Pat Parker, and Chief Community Assets Officer (CCAO), Annie Von Domitz. The CFO manages accounting, human resources and business services. The COO directs the Sign and Rest Area programs. The CCO oversees marketing and public relations, while the CCAO manages heritage programs. In addition, a group including Craig Campbell, The Victory Group and Geoff Guillfooy, AKT, provide strategic advice for the CEO and Executive Team.

The business services department is reorganizing. Angie Picha is now the controller. Tim Pickett was hired as the Chief Financial Officer and has fit seamlessly into the executive team.

Cheryl Gribskov would like to thank the executive team for their hard work and leadership.

Signs will continue to be the anchor for the agency. TIC's vision for the future is: "Blue Signs, Green Rest Areas, and Golden Opportunities."

PRESENTATION/ PUBLIC HEARING: REST AREA IMPLEMENTATION PLAN

The language in the transportation bill did not include West Bound Boardman or North Bound Manzanita. Jim Renner stated that TIC is working on creating an inter-agency agreement with ODOT to include these rest areas. Jim Renner explained that it makes sense for TIC to manage both Rest Areas in a location because there are many shared services and inter-dependencies. Tom Loun asked if TIC would be monetarily compensated for the management of the additional two rest areas. Jim Renner answered that most likely not; however there may be opportunities to negotiate a trade for service.

TIC's approach for rest areas is focused on economic development and local community involvement. To facilitate this vision Cheryl Gribskov is launching a statewide vision coalition as well as local community coalitions around each rest area. The first statewide coalition will be held on November 19th.

Jim Renner reported that TIC will continue the contract with organizations such as SPARC that train unskilled workers through on-the-job training. When these contracts expire TIC will renegotiate basic day-to-day cleaning but may secure new contracts for deep cleaning as well as maintenance.

Tom Loun asked for clarification regarding the use of Highway funds for visitor information facilities. Jim Renner confirmed that the highway funds can not be used to finance the construction of buildings for visitor information.

Drew Roslund asked about the progress of the rest area timeline. Jim Renner answered that we are ahead of schedule. As of January 1st TIC will take over all contracts. Requests for quotes will be placed on the webpage. All recruitment for staff will be open and interviews will be held the first week of November. Hiring will be completed by November 20th and training will begin in December. TIC will hire 5 rest area managers and 5 assistant managers.

Mike Dennon asked what happened to the concept of contracting out management of the rest areas. Jim Renner discussed the TIC attempt to outsource Rest Area Management together with its estimated cost and that the agency reached the conclusion that it would be both more efficient and cost effective to hire appropriate staffing.

NEW BUSINESS

A. TIC Cash Management

Tim Pickett asked for council authorization to initiate a banking relationship with Bank of the Cascades to replace US Bank. Bank of the Cascades is an Oregon company. They collateralize deposits at 110%. They presently pay 1.15% on deposited funds. David Porter made a motion to authorize the change in banking.

A Discussion ensued regarding the pros and cons of moving all funds to Bank of the Cascades. Tom Loun asked if TIC should split the funds between more than one bank. Tim Pickett stated that TIC will have more leverage if all funds are consolidated in one bank. Tom Loun asked if TIC considered any other Oregon Banks. Tim Pickett said that First Tech Credit Union and Umpqua Bank were both considered.

Sandy Flicker seconded the motion to change banks from US National Bank to Bank of the Cascades. Mike Drennan abstained. The motion passed with no dissenting votes.

B. TIC Budget

Tim Pickett presented the 2009-2011 biennial budget. Revenue is based on historic number with increases factored by the current economy. Expenses include expected adjustments for the Rest Area Program as well as increased sales efforts. Rod Miles asked for the ultimate goal. A discussion ensued regarding where specific funds were being distributed. Tim Pickett informed the council that highway funds will be merged with general agency funds but will be accounted for separately. TIC will be using depreciation as the primary engine for building reserves. George Forbes made a motion to approve the biennial budget; Tom Loun seconded the motion.

The motion passed with no dissenting votes.

C. TIC Financials

Tim Pickett implemented a conversion from cash-based reporting to full accrual. TIC has elected not to restate its Historical Financial Reports, as required by generally accepted accounting principles (GAAP). The current reports include all work to date and are consistent with GAAP. Currently TIC has a net loss of \$34,818.

D. Marketing Plan

Mary Pat Parker reported that the sales programs will be managed with greater focus on accountability and meeting sales goals. There will be strong inventory control on all sales programs. Mary Pat Parker is researching potential programs to replace the loss of revenue from loss or the Welcome Center contract. A possible program being explored is a brochure program in state parks.

TIC's webpage will be overhauled and will include aspects of social media.

Craig Tutor's title has changed to Relationship Manager. Mary Pat is hoping to hire an additional sales team member in the next 6 months.

E. Next Meeting

The next meeting will be held on the 11th of December in Portland, Oregon.

OLD BUSINESS

A. Approval to Change Food Logo OAR

Jim Renner asked the council for final approval on the Oregon Administrative Rule (OAR) change that allows restaurants with car hop service to qualify for TIC logo signs. Drew Roslund made a motion to approve the change in OARs. George Forbes seconded the motion. The motion passed with no dissenting votes.

B. Heritage Program Update

Annie Von Domitz reported that she is taking over all Heritage Programs by the end of next month. She would like to see all Heritage Trees and Markers entered in a Heritage database. TIC will continue advertising in both the Via (AAA Members Magazine) and 1859. However a change will be made to the advertisement to include the new heritage phone tours.

PARTNERSHIP REPORTS

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

ADJOURNMENT

David Porter adjourned the standard meeting at 11:00 AM.

Respectfully submitted,

Drew Roslund
Council Secretary – Travel Information Council
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