

Travel Information Council
Quarterly Meeting
Travel Information Council, Salem, Oregon
Friday, February 25, 2011

Council Participating:

Drew Roslund, Hospitality Industry
David Porter, Public Member
Mike Drennan, Public Member
Sandra Flicker, Public Member
Rod Miles, Outdoor Advertising Industry

Paul Mather, ODOT
Maria Ponzi, Public Member
Bob Russell, Vehicular Services
George Forbes, Lodging Industry

Absent:

Tom Loun, Electrical Sign Industry
Steve Petersen, Public Member

TIC Staff Participating:

Cheryl Gribskov, Chief Executive Officer
Tim Pickett, Chief Business Officer
Jim Renner, Chief Rules & Policy Advisor
Annie von Domitz, Chief Community Assets Officer
Mike Barnes, Chief Operations Officer
Harry Falisec, Director of Sales
Madeline MacGregor, Chief Creative Strategist
Angie Picha, Staff Accountant
Ed Bengtson, Controller
Dianne Cheyne, Sign Operations Manager
Sue VanHandel, Business & Sign Assistant
Terry Houck, Baldock SRA Supervisor

Luc Rizzo, Application & System Analyst II
Grant Christensen, Baldock SRA Asst.
Donald Huberd, Boardman SRA Supervisor
Terry Hiatt, Boardman SRA Asst.
Dave Patton, Ontario SRA Supervisor
Norm Nelson, Ontario SRA Asst.
Greg Adams, Santiam SRA Supervisor
Nancy Rold, Santiam SRA Asst.
Heather Swanson, Operations Coordinator
Sarah Lenz, Receptionist
Tracie Gibson, Executive Office Manager

Drew Roslund called the meeting of the Travel Information Council to order at 9:00 AM.

INTRODUCTIONS

Drew Roslund welcomed council members, staff and public guests to the quarterly meeting of the Travel Information Council; he asked all present to introduce themselves. It was stated that there were no public guests in attendance.

PUBLIC COMMENT:

No public comment was made at this time.

APPROVAL OF MINUTES – EXECUTIVE REPORTS

A. Approval of December 10, 2010 Council minutes

Drew Roslund tabled the December 10, 2010 Council minutes, deferring the approval of minutes to the April 8, 2011 Quarterly Council meeting, so that further review and revisions can be made.

B. CEO Report

Cheryl Gribskov reflected on how as the only state agency that could allow logo signs and sale of space, the Oregon Travel Information Council (TIC) had operated with very little support or economic funding originally. It was the hard work and dedication by staff and local business members that brought two things to this organization. First, a cohesiveness that is rarely found and second was that it became easy to forget that we are a state agency. Gribskov went on to say with the launch of the new branding there will be more accountability to the State of Oregon due to our involvement with rest areas and allocations of State Highway Funds being received; now was the time to recognize that TIC is

privileged to be a state agency, and that the statute itself is very unique, allowing this organization to serve the Governor in a unique manner. Gribskov stated that she has been at the Capital Building over the past couple of weeks during the legislative session, receiving a great amount of support for TIC that was not there two years ago.

Cheryl Gribskov continued to speak about the expectations that are going to be required by TIC. She spoke of how openness, honesty, transparency and the ability to be responsive will be expected from this agency.

Cheryl Gribskov extended a thank you to the TIC staff for bringing their support and concerns that they had toward the branding to her and Rod Miles' attention. She went on to address the restructuring of the Sales Department, explained that Jim Renner was moved into Chief Rules and Policy Advisor due to his expertise and knowledge in that area, and the hiring of Mike Barnes as Chief Operations Officer was beneficial to the structuring of the rest area division.

Drew Roslund then spoke about the orientation process that he had attended when he joined as a member of the council, and acknowledged that he was glad to see that TIC staff felt empowered enough to address issues of concern.

TIC Financials

Mike Drennan reviewed and highlighted selected areas of the balance sheet and results of operations for the fourth quarter of 2010. It was stated that the finance committee met telephonically two weeks prior to perform a review of December financial statements and cash position. Also discussed were the financial impacts of the re-organization of the sales department, hiring of Mike Barnes, to discuss the accounting system change, budget update, and the receipt of rest area funds for this calendar year. Mike Drennan also informed the council that when the original budget had been calculated there was very little data available to establish an accurate budget. For the next biennium budget each division has submitted a proposed budget that reflects actual need; each division director will be accountable for the approved budget for their department.

TIC received the State Controller's Gold Star Certificate specifically mentioning Angie Picha for her direct work to provide complete fiscal year end information.

Ed Bengtson was introduced as the new Agency Controller who will report to Tim Pickett. Ed Bengtson told the council of his past work experience including work at Mid-Valley Newspaper, Auditor for the State of Iowa, and Chief Financial Officer for the Department of Agriculture & Land Stewardship for the State of Iowa.

David Porter requested a side-by-side summary of Payables and Receivables containing last year's data vs. this year's data.

CAPPELLI-MILES (SPRING) - NEW TIC BRAND

Rod Miles presented a PowerPoint presentation outlining the process that was used to develop and choose the new TIC brand. The Cappelli-Miles rebranding process follows five steps: delve, unmask, create, declare, and live. He told how Cappelli-Miles conducted a series of interviews with Council Members, TIC staff, over 200 TIC sign customers, and compiled data from surveys conducted at TIC managed rest areas. After review and consideration of all information, council was reminded that Oregon Travel Information Council will remain the title of the agency in statute, and the organization will be doing business as Oregon Travel Experience.

NEW BUSINESS

A. Next Meeting Date & Location

Drew Roslund stated that the next meeting location will be the Cannery Pier Hotel, in Astoria, Oregon on April 7 & 8, 2011. This will coincide with the Oregon Heritage Commission Annual Conference. There will be a joint TIC/OHC reception on April 7th, at 5:30 pm, at the Elliott Hotel. Dinner has been scheduled for council and staff at Baked Alaska Restaurant, to begin at 7:30.

April 8th the council meeting will take place at the Cannery Pier Hotel from 9:00 am to 12:00pm.

Hotel reservations have been made at the Cannery Pier Hotel for Council Members and staff that are scheduled to attend.

B. Wine Country License Plate Proposal

Maria Ponzi introduced SB442, outlining the wine country license plate that is being proposed and how proceeds from the sale of this license plate would bring revenue for economic growth in the travel and tourism industries. The bill allocates 50% of revenue would go to Marion, Polk, and Yamhill Counties, 35% would be used for initiatives outside of the Willamette Valley, and the remaining 15% would go to production and marketing of the plates. Ponzi relayed that this license plate would be the first of its kind in the nation, be proactive, and be a great concept in general.

Drew Roslund requested a motion to endorse SB442. Bob Russell motioned to approve endorsement of SB442, David Porter seconded the motion.

Further discussion asked how communities will sort out division of funds, whether the Wine Board will ask that proceeds go to Oregon's wine industry, and how the plate will connect to tourism.

Drew Roslund modified the motion to specifically support the **concept** of a Wine Country License Plate. The motion passed with no dissenting votes. Paul Mather abstained from voting due to his role at Oregon Department of Transportation.

C. Senate Bill 179

Bob Russell presented SB 179. He explained that this bill will allow TIC and designated staff to issue citations for violation of health and safety rules at roadside rest areas managed by the council. The council was also informed that there will be a public work session March 3, 2011.

George Forbes motioned to endorse SB179, Dave Porter seconded the motion. The motion passed unanimously, with Paul Mather abstained from voting due to his role at Oregon Department of Transportation.

D. Senate Bill 13

Bob Russell stated that SB13 came from the Oregon State Treasurer's office, and will be amended to require semi-independent agencies to submit a reviewed set of financial statements to the Legislative Fiscal Office (LFO) on an annual basis.

George Forbes motioned not to object to SB13, Dave Porter seconded the motion. The motion passed with no dissenting votes, Paul Mather abstained from voting due to his role at Oregon Department of Transportation.

E. Senate Bill 618

Cheryl Gribskov stated that Senate Bill 618 would allow TIC to issue tourist oriented directional sign (TOD) permits to community service organization and religious institutions, and that she had spoken directly with Kathy George regarding her need for signage. Both parties agreed that a TOD sign would not work in this situation due to federal restraints and guidelines. Both have agreed to work together, and with ODOT to find a solution that all parties involved would accept.

Gribskov stated that this bill will not be moving forward this legislative session.

OLD BUSINESS

A. Baldock Homeless Project

Bob Russell reported that the original Baldock maintenance proposal was to include the hiring of previous Baldock residents if they met the criteria stated in the job announcement, along with local applicants from the surrounding communities. Russell stated that there has been some turnover in the staff that had been hired, and TIC is interviewing/hiring individuals from the local communities to fill open positions at this time.

Grant Christensen stated that he was very happy with the ownership and pride of the current rest area staff, and that the vision of what the rest area will be is becoming clearer.

Terry Houck commented that the difference in the quality of work between the maintenance/janitorial contractors of last year and the quality of work that is being done now by TIC staff is profound. Staff is now taking ownership for their work. The rest area is cleaner, the grounds are nicer and well tended, and the overall atmosphere has improved dramatically for the better.

Mike Barnes informed the council that currently they have 4 out of the 5 positions filled, and will be seeking to fill that position with local applicants.

B. Solar Array Project

The council was informed that there will be a meeting between North & South Baldock Coalitions and ODOT, with Cheryl Gribskov facilitating the meeting on March 2nd, 2011 at Wilsonville City Hall. Matt Garrett, Director of ODOT, has agreed to attend the March 2nd meeting.

Paul Mather reported that ODOT is working under specific restraints which include time sensitive tax-credit deadlines that are not flexible. He stated that there is a common goal between the groups involved, and although the offer of a land swap by NWREC was not viable at this time, the solar panels themselves are physically movable and in the future there could be room for further discussion regarding placement of the solar panels.

STAFF & COMMITTEE REPORTS

Drew Roslund informed the council that printed staff and committee reports were provided in the paperwork they received at the start of the meeting. If any councilor has questions, or would like further input regarding the reports after they are reviewed, they were to contact Drew Roslund, Cheryl Gribskov or the Division Director responsible for the report directly.

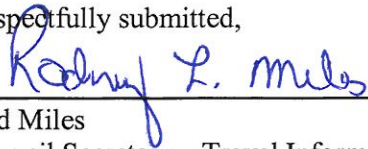
George Forbes reported that the Heritage Tree Dedication Ceremony for 2011 may be moved from the Harry & David Pear Grove site to the Port Orford Cedar site, due to the inability to contact the Harry & David offices.

Cheryl Gribskov stated that she will meet with Gail Achterman to keep the key people of the Rest Area Coalition intact for groups to use for reference in the future.

ADJOURNMENT

Drew Roslund adjourned the meeting at 10:45 AM.

Respectfully submitted,

A handwritten signature in blue ink that reads "Rodney L. Miles". The signature is written in a cursive style with a large initial 'R'.

Rod Miles

Council Secretary – Travel Information Council