

Travel Information Council
Quarterly Meeting
Astoria, Oregon
Cannery Pier Hotel – Union Fish Room
Friday, April 8, 2011

Council Participating:

Drew Roslund, Hospitality Industry
David Porter, Public Member
Mike Drennan, Public Member
Steve Petersen, Public Member

Rod Miles, Outdoor Advertising Industry
George Forbes, Lodging Industry
Tom Loun, Electrical Sign Industry

Absent:

Sandra Flicker, Public Member
Paul Mather, ODOT

Maria Ponzi, Public Member
Bob Russell, Vehicular Services

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
Madeline MacGregor, Chief Creative Strategist
Harry Falisec, Director of Sales
Tracie Gibson, Executive Office Manager

Drew Roslund called the meeting of the Travel Information Council to order at 9:02 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 attendees present.

APPROVAL OF MINUTES – EXECUTIVE REPORTS

A) Approval of December 10, 2010 Council Minutes

George Forbes motioned that the December 10, 2011 council meeting minutes be approved with an amendment be made to New Business, Item E; Slate of Officers, at the recommendation of Steve Petersen,. The amendment will show that the Slate-of-Officers passed unanimously. David Porter seconded the motion. The motion passed unanimously.

B) Approval of February 25, 2011 Council Minutes

Mike Drennan motioned that the February 25, 2011 council meeting minutes be approved with an amendment mad to the Council Absentee Report, at the request of Drew Roslund. The amendment will show that Steve Petersen was not present due to technical issues with phone system. George Forbes seconded the motion. The motion passed unanimously.

C) CEO Report

Cheryl Gribskov addressed the council regarding the ending of Governor Appointed service to the council. She stated that all members would remain in office until further notice from the Governor's Office has been received. The Governor will conduct individual evaluations for each appointed member as time permits.

Gribskov updated the council on the information received regarding the possibility of gaining additional rest areas. She stated that our repeal date is January 2, 2020, and that she had met with Matt Garrett and Paul Mather of ODOT, and discussions were very positive.

David Porter motioned to remove the sunset date of 2022 from the statute. George Forbes seconded the motion. The motion passed unanimously.

D) TIC Financials

Mike Drennan stated to the council that prior to each quarterly council meeting the Finance Committee, consisting of himself as Chair, and all members of the Executive Team, met telephonically to review March financial statements and cash position.

Drennan reviewed and highlighted selected areas of the quarterly financial report and a current, one year, side-by-side A/R Aging Summary. Drennan reported that although cash flow was down for the month of February, it has increased over the month of March. Drennan stated that the cash-flow is expected to continue to increase throughout the next nine months. It was also stated that while the Biennium to Date loss was higher than expected, that staff remains confident that the results will be break even by June 30th, the end of the 2009-2011 biennium.

NEW BUSINESS

A) Next meeting Date/Location

Drew Roslund requested recommendations and input regarding the date on the next council meeting. It was determined that the next council meeting will be held Thursday, June 2nd, 2011. The meeting will begin at 10:00 am, to be held at the TIC office located at 1500 Liberty St. SE, Salem, OR 97302; Suite 150.

B) Budget: 2011-2013 Biennium Draft

Mike Drennan stated that there would not be a vote regarding this budget, due to it being a draft. He reviewed and highlighted areas of the draft budget proposed for the 2011-2013 biennium. Drennan then reported that this budget will include steps to build up reserve funds for fixed assets and future improvements.

The Council set June 2, 2011 as the public meeting to approve the budget for the 2011-2013 Biennium. That meeting will be held in the Salem offices of the Travel Information Council.

C) Expansion of TIC Offices

Tim Pickett informed the council that the rental contract gives TIC's first right of refusal regarding the adjacent available space in the office. The building owners had received a letter of interest regarding the space and staff recommendation was that securing the available space now would give TIC the ability to position employees appropriately, and allow for organizational expansion in the future if needed. Tom Loun asked whether the additional space could be sublet if necessary and Tim Pickett stated that it could be.

David Porter motioned to approve the expansion of the TIC offices space. George Forbes seconded the motion. The motion passed unanimously.

B) Solar Array/Coalition Update

Cheryl Gribskov reported that there have been joint meetings between North & South Baldock Coalitions, ODOT, and TIC over the last two months, and that the coalitions are confident that there will be a complete partnership between all parties involved regarding the solar array project at Baldock Rest Area. Gribskov stated that the coalition was a tremendous asset in understanding the laws regarding land use. Cheryl also informed the council that ODOT has granted approval on a Visitors Center at the Baldock Rest Area.

OLD BUSINESS

A) Branding Update

Rod Miles reported that he has been working with Madeline MacGregor in the design element, message content, and web site development. Miles stated that the estimated launch of the web site is one to two months away. It was also requested that the council's creative strategies committee be involved on approval of the final web design.

STAFF REPORTS

A) Rest Area Update/Committee Report

Mike Barnes informed the council regarding progress at Baldock Rest Area. He stated that 2 of the 5 employees initially hired as "Maintenance Technicians" (landscaping and janitorial) are no longer employed by TIC. One resigned to relocate to Bend and the other was terminated. The routine work performance of the Maintenance Technicians is greatly exceeding our expectations and permitting the completion of several special projects outside the normal scope of their work. The purchase of landscaping equipment, including two mowers and a front-end loader, had been completed.

Over 140 'hazardous' trees have been removed. TIC enlisted the services of a local teenage youth organization to help remove the trees, as part of continued community outreach.

Barnes also reported that a training manual is being compiled to create consistency throughout rest area operations and improve training of future employees, weekly conference calls and quarterly face-to-face meetings are now being held to provide training and improve communication and that communication, assistance, and cooperation between rest areas is becoming a routine business practice as they begin to meld as a team.

B) SAP Software Update

Tim Pickett reported that the SAP Software implementation is currently on track and working. A tailored mock up will be completed in two weeks. When this is complete there will be a test run of the system and will go live July 1, 2011, coinciding with the 2011-2013 biennium. He stated that this implementation will allow data to be held in one centralized location allowing easier retrieval, and the project is running on time and on budget.

C) Rules and Policies

Jim Renner reported that TIC has been accepted for an Associate membership in the American Association of State Highway and Transportation Officials (AASHTO). He is currently exploring possible committees that TIC would be interested in joining. He also stated that TIC can be positioned for conducting future research studies which could qualify for federal funding.

D) News & Social Media

Madeline MacGregor distributed a sample quick response (QR) tag to the Council Members and TIC staff. She stated that QR tags will be used to drive web traffic back to the agency Facebook page, web site, and heritage program audio files. Facebook pages are update approximately once per week while tweets are posted to the agency Twitter account up to three times per week. MacGregor also asked the council to review the overall agency communications plan (distributed at the beginning of the meeting) at their leisure and invited comments. She also reported podcast style videos are now in the development stage. Sign customer testimonials, volunteer coffee participants, rest area visitors, and heritage events will be featured in 90-second spots on the new web site.

MacGregor told council members about plans for a dedicated mobile website to coincide with the new web site. She asked for council participation in writing blogs, op-eds, and letters to the editor supporting agency activities.

COMMITTEE REPORTS

A) Heritage Committee

George Forbes introduced the council to the new Heritage Newsletter "Deep Roots". He also noted that Bob Keeler, Chair of the Heritage Marker Committee had provided an article for the newsletter, that he encouraged the Council Members to read. The committee is in the process of reviewing the language for each marker

in the Historical Marker Program inventory, to look for inaccuracies. A sub-committee will be meeting at the end of April to prioritize projects that need to be revised or replaced based on the feedback gathered during the review process. Forbes also informed the upcoming heritage events included the Annual Statewide Heritage Tree Dedication will take place on April 30, 2011 in Medford, Oregon at the Harry and David Demonstration Gardens. The dedication will include the Harry & David Comice Pear Grove and the Camp Oregon Caves Port Orford Cedar located near the Oregon Caves, date to be determined. There will also be a Heritage Marker Dedication to take place on May 27, 2011 in Yachats, Oregon, to celebrate the Central Oregon Coast Regional Marker.

Annie von Domitz will be giving a presentation on Audio Tours and QR tags at the Maritime Museum at 3:45pm on April 8, 2011, for the Annual Heritage Conference taking place in Astoria, Oregon.

B) Sign Committee

Tom Loun reported that there is a sign committee meeting scheduled at the end of April. Jim Renner stated that the agenda will discuss possible amendments to TIC's Oregon Administrative Rules under the logo sign program to list alternative fuels as supplemental messages on the bottom banner of a logo. He also stated that the meeting will include Bob Pappe, ODOT State Traffic /Roadway Engineer, and Nick Fortey of the Federal Highway Administration.

C) Sales Committee

Rod Miles stated that after the first month after the restructuring of the Sales Division the division was showing a profit. He also reported that Harry Falisec, the Sales Division Director, had completed a report on the state of each kiosk under TIC management. The report included kiosk location, physical condition of the kiosk, and complete inventory at each location. Miles informed the council that a new tool titled "Customer Touches" had been developed to engage sales customers, and was being implemented by Harry Falisec.

Rod Miles also informed the council that Harry Falisec, George Forbes and himself would be attending the Governor's Conference on Tourism, April 10-11, 2011 in Eugene, Oregon.

D) Creative Strategies Committee

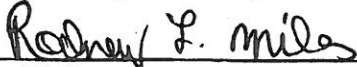
Rod Miles reported that TIC is designing new and creative ways to get the word out about the organization and the programs it supports. He stated that many tools have been used to accomplish this including updating Facebook and Twitter regularly, engaging both internal staff and many outside entities in new and dynamic ways, and how this can contribute to other divisions by gaining recognition as an organization.

Drew Roslund presented Cheryl Gribskov with a card and flowers to acknowledge her service to the organization, and to thank her for the incredible contributions she has made to the Oregon Travel Information Council, where she has been acting Chief Executive Officer for 27 years. Congratulations were offered by all present.

ADJOURNMENT

Drew Roslund adjourned the meeting at 11:40 AM.

Respectfully submitted,



Rod Miles

Council Secretary – Travel Information Council