

Travel Information Council
Quarterly Meeting
TIC Offices
Salem, Oregon
Friday, December 10, 2010
9:00 am – 12:00 pm

Council Participating:

David Porter, Public Member
George Forbes, Lodging Industry
Drew Roslund, Hospitality Industry
Mike Drennan, Public Member
Ed Fischer, ODOT /Paul Mather, ODOT
Sandra Flicker, Public Member

Rod Miles, Outdoor Advertising Industry
Bob Russell, Vehicular Services
Maria Ponzi, Public Member
Tom Loun, Electrical Sign Industry

Council Participating Telephonically:

Steve Petersen, Public Member

TIC Staff Participating:

Cheryl Gribskov, Chief Executive Officer
Tim Pickett, Chief Business Officer
Jim Renner, Chief Operations Officer
Annie von Domitz, Chief Community Assets Officer
Madeline MacGregor, Chief Creative Strategist
Mike Barnes, Rest Area Facilitator
Tracie Gibson, Executive Office Manager

Mary Pat Parker, Senior Sales Manager
Harry Falisec, Sales Manager
Sue VanHandel, Business & Sign Asst.

Guests:

Bill Stewart, Clackamas County District Attorney's Office
Ronell Warner, Canby Center
Robin Winston, C&R Reforestation
Eddie DeLuca, Sunrise Cleaning
Jennifer Areids, AAA Cleaning
Paul Dertzel, Green Acres Landscaping
Glenn & Linda Foreman

David Porter called the meeting of the Travel Information Council to order at 9:00 AM.

INTRODUCTIONS

Porter welcomed council members, staff and public guests to the 2010 quarterly meeting of the Travel Information Council. He then requested attendees and guests introduce themselves.

PUBLIC COMMENT

Porter explained that TIC by-laws designate a single point in the meeting for which public comment is invited. It is not permitted during later discussion or debate. He then invited guests to comment or address agenda items and/or other council business.

No public comments were made at this time.

APPROVAL OF MINUTES – EXECUTIVE REPORTS

A. Approval of September, 2010 Council minutes

George Forbes moved that the September 30, 2010 minutes be approved. Drew Roslund seconded the motion. The motion passed with no dissenting votes.

B. CEO Report

Cheryl Gribskov spoke about the journey that the Travel Information Council (TIC) has experienced over the past ten years. She spoke of how the organization has grown through creation of the Heritage Division, the establishment of travel plazas, and how the Siskiyou Rest Area issue created the Transportation and Tourism Task Force. The task force efforts led to the legislative approval for management of the specified rest areas. Gribskov acknowledged that the excellent support received from Council Members, TIC staff, outside local agencies and coalitions have contributed to the success of the organization's vision and mission. Gribskov discussed how growth, both externally and internally, have been exponential. Gribskov then shared a pamphlet outlining the accomplishments achieved at each of the rest areas under TIC management with the council and guests.

Cheryl Gribskov went on to describe the concept of the "Bus" that TIC is using to define its journey forward. When small and relational, TIC's bus began as a yellow school bus, and has matured into a higher professional direction. This strive toward excellence has moved staff direction into the concept of a Marathon coach bus.

Gribskov then thanked David Porter for serving as Council Chairman, and George Forbes for serving Vice-Chairman thru December 2010. Both council members were presented with certificates for the Overleaf Lodge, in Yachats, Oregon. New officers will be in place after today's election, beginning their terms in January, 2011.

C. TIC Financials

Mike Drennan reviewed and highlighted selected areas of the quarterly financial report. Drennan reported that although totals were down from the prior quarter that this is a typical cycle that TIC goes thru during this time of year. TIC is currently under budget and biennium projections will be positive. For the next biennium new budgets are being created for each division. When completed, the council will review the consolidated budget for approval. He also stated that previous budgets are not comparable to this period because of the change from cash to accrual accounting.

Presentation: Baldock Restoration Project

Bill Stewart, Clackamas County Assistant District Attorney; presented a power point presentation entitled: "*The Baldock Restoration Project: Sodom & Gomorrah no more*".

The presentation described the crime and social conditions that had created an extremely negative perception of the Baldock Rest Area in the minds of the local community, travelers, local agencies and law enforcement, prior to March of 2010. A Restoration Committee was formed and in the subsequent months, the amazing dedication and commitment of those individuals and their organizations has accomplished what no one would have believed possible. Not only has the negative perception been removed, but there is now a very positive and supportive perception. Stewart provided numerous examples of the improvements and the positive impact on not only the social systems in the area, but also the legal system. He discussed the opportunities to develop new partnerships while strengthening those that have already been formed, and outlined processes that could be implemented to make even further improvements.

NEW BUSINESS

A. Employment Concept for Baldock

Cheryl Gribskov and Ronell Warner, Executive Director from the Canby Center, introduced an employment concept for the Baldock Rest Area. The Baldock Rest Area is a unique and complex rest area, and this employment concept applies to this rest area only. The concept would include the hiring of five full time employees to staff/maintain the rest area. The employees would be selected from local applicants, including applications received from previous residents of the Baldock Rest Area. The council agreed unanimously that TIC is to honor partnerships that have been developed with the Clackamas County District Attorney's Office, The Canby Center, local law officials and social service agencies.

Jim Renner and Mike Barnes recommend that TIC transition from contracted maintenance staff to hiring a workforce of five full time TIC employees at the Baldock Rest Area. Ronell Warner explained that this effort would create jobs for men who are homeless and in dire need of supporting their families and bettering their lives.

Jim Renner, Mike Barnes, and Ronell Warner addressed questions and comments from the council. An exception was made to allow public comments as a visiting contractor with an interest in the Baldock maintenance indicated that this agenda item was unknown to the public at the time allotted for public comment. Discussion included open hiring practices, cost increase, uniforms, and storage. Porter requested a motion to adopt this proposal. George Forbes motioned for the adoption of the request, Drew Roslund seconded the motion and the Council approved the proposal unanimously. It was determined that the success of the project will be reviewed after 1 year.

B. Rest Area Contracts for 2011

Jim Renner presented the rest area contracts for 2011 on behalf of Steve Petersen, who was unable to attend. Jim explained that the original maintenance and janitorial contracts were for a period of one year. At the expiration of the original contract TIC has decided not to exercise the option to renew any of the existing contracts. All contracts would end as of December 31, 2010. All contractors would be invited to resubmit bids for the 2011 contract. When RFQ's were submitted they were scored independently by rest area staff and a team from TIC headquarters using a point system. This was based on dollar amount, experience, and resources. Tom Loun motioned to approve the rest area contracts as presented. Maria Ponzi seconded the motion. The motion passed unanimously.

Sandy Flicker asked that staff explore the legal possibility of giving preference to Oregon based contractors in contract awards. Cheryl Gribskov said staff would research this question.

C. Next Meeting Date/Location

The next council meeting will be scheduled for February at the TIC offices in Salem. The meeting will be scheduled to coincide with the launch of the new branding and the legislation session. The exact date will be determined and distributed to members as soon as the Capitol Club Calendar has been reviewed.

D. Accounting Software

Tim Pickett explained how the current accounting system in place is compiling data from multiple systems. TIC accounting systems would not pass an audit at this time, and will not adequately support future growth of TIC. Pickett also introduced the accounting software *SAP Business One* to the council, and explained that implementation of the software would support future growth, provide better analytical reporting, and be able to support an audit. He projects that the system would be in place and operating by July, 2011 to coincide with the new fiscal year. David Porter called for a motion to implement the new accounting software. Drew Roslund motioned for the approval of allocation of up to \$45,000 for the implementation and go-live of the accounting system. George Forbes seconded the motion. The motion passed unanimously.

E. Slate of Officers

The council proposed that as of January 1, 2011 Drew Roslund will succeed David Porter as Council Chair, Steve Petersen will take office as Council Vice-Chair, Rod Miles will act as Council Secretary, and Bob Russell will serve as the "At Large" member.

George Forbes motioned for approval. Sandy Flicker seconded the motion. The motion passed with no dissenting votes.

F. Committee Assignments

David Porter addressed the council committee assignments, and distributed a sign-up sheet for the council members to volunteer on the committees. Committee assignments will begin on January 1, 2011. Porter asked for a motion to approve committee assignments. George Forbes motioned for approval, Sandy Flicker seconded the motion. The Council Committee Assignments will be as follows:

Executive Committee – Cheryl Gribskov, Drew Roslund, Steven Petersen, Rod Miles, Bob Russell

Finance & Technology Committee – Tim Pickett, Mike Drennan, Drew Roslund, Steve Petersen, Rod Miles, Bob Russell

Historical Marker Committee – Annie von Domitz, George Forbes, Tom Loun

Heritage Tree Committee – Annie von Domitz, George Forbes

Rest Area Committee - Jim Renner, Drew Roslund, Bob Russell, Sandy Flicker, Maria Ponzi, Drew Roslund, Bob Russell

Sales Committee – Harry Falisec, Rod Miles, Maria Ponzi

Sign Policy Committee – Jim Renner, Tom Loun, Paul Mather

Creative Strategies Committee– Madeline MacGregor, Maria Ponzi, Sandy Flicker, David Porter, Bob Russell

Ad Hoc Committees

2050 Initiative – Steve Petersen

G. Approval of Rest Area Transition Contract

Tim Pickett described how employing an outside contractor to evaluate the rest areas resulted in recommendations to the executive committee and Cheryl, that the current contract filled by Mike Barnes, be extended. Drew Roslund motioned for approval, Bob Russell seconded the motion. The motion passed with no dissenting votes.

H. Program Performance Measures

Managers and committee chairs outlined and identified program measures that will be reported to the council over the course of the year.

OLD BUSINESS:

A. Baldock Solar Panel Array

Bob Russell told the council that ODOT met with coalition members about the concerns of use of acreage at the Baldock site for solar array panels. The commissioners offered a “land swap” to put the solar array at the NWREC site located at Miley Road, very close to the rest area site. Bob praised ODOT for listening to the concerns of the coalition and being open to other possibilities. Paul Mather said that ODOT has provided the county with site criteria to be used for solar panel installations. He indicated that the NWREC land is zoned agriculture which means a zone change. Because the timing is so critical to get the funding for the project, they are moving fast.

REPORTS:

A) Heritage Program

The Heritage Marker Program completed the 10th Mountain Division Memorial Grove Heritage Tree dedication in October. There was a Regional Commemorative marker dedication in Roseburg, Oregon in September, which had a good turnout. The marker itself was beautiful. There is currently a text review being done on existing markers. The 2011 class of Oregon Heritage Trees include the Oregon Caves Port Orford Cedar and the Harry & David Pear grove.

David Porter adjourned the meeting at 11:05 am.

Respectfully Submitted,

Drew Roslund, Council Secretary