

**Travel Information Council
Quarterly Meeting
Friday, December 9, 2011
Telephonically**

Council Participating:

Chair Drew Roslund, Hospitality Industry
Vice Chair Steve Peterson, Member at Large
Sandy Flicker, Member at Large
Maria Ponzi, Member at Large

Bob Russell, Vehicular Services
David Porter, Member at Large
Tom Loun, Electrical Sign Industry

Absent:

Paul Mather, ODOT
Mike Drennan, Member at Large

Secretary Rod Miles, Outdoor Advertising Industry
George Forbes, Hospitality Industry

Guests Present:

TIC Staff Participating:

Cheryl Gribskov, CEO
Jim Renner, CRPA
Jenn Smith, EA

Tim Pickett, CBO
Madeline McGregor, CCS
Heather Swanson, RAC

Annie Von Domitz, CCAO
Harry Falisec, DOS

Chair Roslund called the meeting to order at 10:00 AM. He then welcomed council members and staff.

Public Testimony

Roslund noted that since there were not any guests, there would not be any public testimony.

Executive Reports

- A. Approval of June 2, 2011 Minutes:** Roslund requested a motion that the June 2, 2011 minutes be approved. He thanked Jenn Smith for the accuracy and clarity of the minutes. Russell made a motion to approve; Peterson seconded the motion. Motion passed unanimously.
- B. Approval of August 3, 2011 Minutes:** Roslund requested a motion that the August 3, 2011 minutes be approved. Porter made a motion to approve; Flicker seconded the motion. Motion passed unanimously.
- C. Approval of September 16, 2011 Minutes:** Roslund requested a motion that the September 16, 2011 minutes be approved. Ponzi made a motion to approve; Flicker seconded the motion. Motion passed unanimously.
- D. TIC Financials:** Roslund thanked Mike Drennan and Tim Pickett for the excellent work they have done with the finances and Finance Committee meetings.

Pickett reminded the council that TIC implemented a new financial system beginning July 1, 2011. He told them the system is now up and running and reporting on a timely basis. Staff is reporting to the Finance Committee on a monthly basis.

Pickett said the financials are stable and that is partially due to the restructuring of staff in early September. However, he said TIC is lower on cash than is historical, but with the new financial system and the assistance of the Financial Committee, TIC is continuing to meet goals, is safe and is operating.

Pickett pointed out that the loss reflected in the financials is due to corrections in the asset valuations and depreciation.

Staff and the Finance Committee are closely monitoring accounts receivable and payable. Pickett said revenues are on target and the financials are reflecting what was expected within 1%.

Loun questioned whether or not TIC was doing an accrual accounting with the use of the new accounting system. Pickett assured him that we were using an accrual accounting system.

Loun also asked what the phrase "...loss was related to disposal of fixed assets (sign removals)." in Ed Bengtson's report was referring to. Pickett said the system now in place allows a more accurate reflection of the sign records. Staff is currently working on updating the sign records so that it will be accurate. Historically the sign removal has not been accurately tracked. Now that it is being tracked, that is driving some of the depreciation.

Loun inquired if the revenue loss on the reports was due to business closing and/or not renewing their sign contracts. Pickett said that, in fact, revenue in the form of sales has increased slightly over 1% from 2010. In addition, the sign removal is low in comparison to the number total number of signs.

Loun asked what was being done with the salvage on the signs being removed or replaced. Pickett said if we can salvage any part of sign we do and align the accounting piece with the effort to reuse.

Roslund asked where staff was in the process of leasing additional office space. Pickett told the Council a comprehensive brochure has been created and distributed to the state facilities department. In recent conversations with them Pickett said they have had inquiries, but there is not an interested party at this time.

Roslund inquired if we could go on the open market to promote the space. Pickett replied that we could, however staff would need to renegotiate with the building landlord. Gribskov added that the idea was for a temporary tenant in case TIC grows and need the additional space.

New Business

- A. Next meeting:** Roslund reported the Executive Committee would like to emphasize using Council meetings to meet specific objectives. He said it is possible there may be an option of having the meeting in Tillamook since the State is looking at closing a rest area near there. Staff will look into the different options and report back. It was agreed the meeting will take place March 1-2, 2012.
- B. Council Membership:** Gribskov reported that the goal of the Governor's office is to replace the Council with more diverse members. She has been tasked to find new members that meet those goals. In the meantime, unless a letter has been received by the Governor's office, all Council members will remain until there is a change. Flicker is the only member of the Council to have received a letter.

According to the Governor's office, since there is a significant amount of time available on Russell's and Drennan's tenure, they will be reappointed, according to Kendall Clawson, Director of Executive Appointments.

Gribskov noted that nothing would change with the current Council positions until after the Legislative Session. Gribskov feels strongly that the Governor's office is not going to move quickly on the Council's appointments.

- C. Legislative Testimony:** Roslund thanked Russell for his significant part in the testimony to the House Transportation Committee on November 17, 2011.

Russell summarized the testimony, reporting that at the hearing they gave a brief history of what TIC/OTE has accomplished with the rest areas and where we would like to go in the future. He felt it was well received and the house Transportation Committee was very supportive of TIC/OTE. Russell believes they would like to give TIC/OTE more rest areas since we have demonstrated we can do an effective, efficient job of managing them.

- D. 2012 Council Officers:** Roslund presented the slate of 2012 TIC Officers, no other Council member have requested to be on the executive team. Roslund opened the floor to nomination; hearing none, nominations were closed. Loun moved to accept the presented slate of officers; Flicker seconded the motion. Roslund clarified that David Porter, Past Chair, should be added to the slate as an ex-officio member. Loun amended his motion to include Porter; Flicker seconded the amendment. The motion passed unanimously.

- E. Boardman Rest Area Janitorial Contract:** Pickett requested approval of the award of the janitorial contract to Patriot Building & Grounds Maintenance for \$66,000. Pickett said with this contract the work will now be done by a local company based in Hermiston. Russell made a motion to accept the contract Patriot Building & Grounds Maintenance; Ponzi seconded. Motion passed unanimously.

- F. Government Camp Rest Area:** In response to a draft bill received from the House Transportation Committee, Gribskov suggests the following resolution be adopted: 1) details of the transfer be done as a result of open dialogue between OTE, ODOT and other interested parties to ensure conditions set reflect the needs of all parties; 2) the duration of this inclusion be planned based on the needs of the local community and traveling public, and it be kept open until an alternative rest stop may be supplied; 3) a definitive amount of dollars is included in statute to protect the ability to manage and operate the rest stop in a manner that serves the needs of the traveling public. The Council is committed to working with ODOT to find the best funding scenario that does not significantly jeopardize their funding; 4) the statutory language give ownership of the rest stop to the OTIC to relieve ODOT of all liabilities unless ODOT decides that they will retain that ownership and resulting liability. Roslund reviewed the resolution clarifying its necessity due to the brevity of the draft legislation.

Loun suggested for clarification purposes, the resolution should be changed from OTE to Oregon Travel Information Council to be in-line with state statute.

Loun requested information about the Forest Service participation. Gribskov said they want to issue an agreement, but it has to be issued to the building owner. ODOT is the owner through March. After that, whoever becomes the owner of the building, the Forest Service will work with on an agreement.

Porter made the motion to accept the resolution with the change of OTE to TIC and asking Craig Campbell to review and make any clean up changes before signature; Petersen seconded the motion. Motion passed unanimously.

G. Oregon Solutions Concept: Gribskov gave an overview of OTE's developing relationship with this group. She explained their mission is to look at local economic projects & bring in local stakeholders to tackle a need identified by the local community. The discussion is around using rest areas as economic development opportunities, specifically the Manzanita rest area. This rest area site could potentially be used to promote Josephine County "treasures". Gribskov wanted to be sure the Council members were informed about this opportunity so that if at some point it became a budget issue for OTE, they would be knowledgeable. In addition Oregon Solutions Concept would like OTE to be the lead agency. She requested consensus that the idea is worth moving forward and exploring. After some discussion, the council agreed by consensus to move forward with this project.

Committee Reports

A. Community Assets: von Domitz summarized her report saying 2011 had been a very busy year for the Heritage programs with a focus on meeting with potential partners. The Heritage Program brochure will be re-designed to reflect the new brand and will be reprinted in March 2012.

In addition, she reported the rest area coalitions are moving forward and excited about the new projects they are discussing.

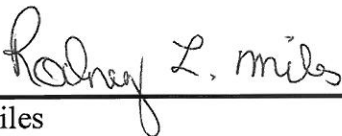
B. Sales Report: Falisec gave an overview of the Executive Committee discussion regarding the use of funds for sponsorships and the Governor's Conference. It was decided the best way to approach how to spend the funds most effectively would be to put together a marketing plan with MacGregor.

C. Communications Division: MacGregor summarized her report by explaining what tasks have been accomplished. The largest of these was the new website and the rebranding. She said she is still updating and correcting things on the website. In addition, by the end of the year she will have a mobile site up and running.

Adjournment

Meeting was adjourned at 11:09 AM

Respectfully Submitted,



Rod Miles
Council Secretary