



Oregon Travel Information Council

1500 Liberty Street SE, Suite 150
Salem, Oregon 97302

REST AREA COMMITTEE

Agenda

April 6, 2016 – 8:30 a.m. – 10:30 a.m.

Oregon Travel Experience Conference Room
1500 Liberty Street SE, Suite 150, Salem, Oregon 97302

Call to Order:

- Roll Call

Business Meeting:

- **Minutes:** Approve minutes from March 3, 2016..... Russell
- **Sponsorships:**
 - Update on rule status with ODOT and FHWADeSouza
 - Draft templates for FHWA approval Pickett
 - Professional marketing/sales options.....DeSouza
- **Advertising:**
 - Overview of advertising in rest areas under FHWA, limits and opportunities....Pickett/Nash
- **Performance Measures:**
 - Review of Rest Area Inspection Form..... Nash
 - Reporting Comment Card information Swanson
 - Average annual cost per visitor Pickett
 - Additional measures: Russell
 - Safety
 - Tourism & Economic Development

Other Business:

- **Vending Status/Commission for the Blind** Pickett
- **Rest Area Capital Projects Discussion**Pickett/Nash

Adjourn:

- Next Meeting: May 5, 2016 – OTA Offices, Portland