

Travel Information Council
Quarterly Meeting
Wednesday, April 10, 2013
Oregon Travel Experience Office - Salem, OR

Council Participating:

Gwenn Baldwin, Chair, 3rd Congressional District
Charlotte Lehan, 5th Congressional District
Danuta Pfeiffer, 4th Congressional District
Ed Washington

Mike Drennan, Member-at-Large
Mary Olson, Secretary, OTC Appointed
Bob Russell, Vice Chair
Kathy Watson, 2nd Congressional District

Council Absent:

Maria Ponzi, 1st Congressional District

David Porter

OTE Staff Participating:

Kyle Walker, CEO
Jim Renner, Rules & Policy Advisor
Jason Nash, Rest Area Operations Manager
Annie von Domitz, Chief Community Assets Officer

Tim Pickett, COO
Jenn Smith, Executive Assistant
Madeline MacGregor, Chief Communications Officer

Guests:

Matt Garrett, Oregon Department of Transportation Director

Secretary Olson called the meeting to order at 9:05 AM.

Olson did a roll call of the Council and stated the purpose of the Public Hearing portion of the meeting was to take testimony on the subject of adopting the Division 001 Rule Amendments.

Noting there was not any testimony offered; Olson closed the Public Hearing portion of the meeting.

New Business

- A) **December 7, 2012 minutes:** Russell made a motion to accept the minutes as presented. Drennan seconded; motion passed unanimously.
- B) **Financial Overview:** Drennan reviewed the financial report. He noted the cash status and ARare in good shape. Additionally, the AP is current. February met the projected profit.
- C) **Legislative Update:** Campbell updated the Council on the legislative session. The only bill OTE has submitted is to have a financial review of moneys collected, borrowed, received and expended. This will be a follow-up to SB 1591 from the 2012 session. Additionally, there has been a Task Force appointed to review the state's Boards and Commissions. They have been tasked to report to the Governor's office by the beginning of the next session.

Campbell briefly reviewed other bills in the Legislative system that could potentially impact OTE.

- D) **Decline of DMV Online Driver record Fee Revenue:** Garrett conveyed his optimism for working together with OTE and ODOT as business partners. He said it is important for the two groups to work together. Garrett gave the Council an overview of the current status of the fee revenue. He explained that the requests for the DMV reports are significantly lower than anticipated. They are about 40% less than anticipated. Part of these fees support the maintenance of the rest areas that OTE manages. He stated that the ODOT Commission will be responsible for reducing the funds paid to OTE if necessary.

Garrett expressed the need for the OTE Council and the ODOT Commission to work together to ensure the vision of both bodies is in line with the financial realities to accomplish the goals.

Garrett suggested it could be useful to have a joint meeting between OTE Council and ODOT Commission.

- E) Budget Calendar - revised:** The Council agreed to hold a teleconference meeting for the proposed budget in May.
- F) Adoption of Division 001 OAR Amendments:** Renner reviewed the history of the need for the new OAR amendments. These amendments have been historically overlooked and this is an opportunity to update them. He reminded Council that they approved staff to proceed with the updates at the January 9, 2013 meeting.

One concern the Council had was wording regarding the public records request. Renner assured them that staff would be responsible for the process as Council's designee.

Russell made a motion to adopt the amendments as presented. Lehan seconded; motion passed unanimously.

- G) New ODOT rest area rules and notice of Exclusion:** Renner advised Council on the new rules for the rest areas. These new rules could potentially allow OTE staff to exclude people from the rest areas that do not follow the posted rules. Currently OTE does not have the properly trained staff or funding to implement this; however it is hopeful in the future it may be something that can be done.
- H) Organizational Updates:** Walker reported that Ed Bengtson will be transitioning out of OTE and his last day will August 31, 2013. During the transition Bengtson will be helping with the budget, be a point person with the Secretary of State's audit, hiring and training of the accounting positions, year-end close and server security. She reviewed the new recruitment process using the NeoGov system and Craigslist. Staff will be interviewing qualified applicants for the new Human Resources position.

Old Business

- A) Building a Strategic Framework:** Walker reviewed the process for the strategic planning process. Von Domitz will be assisting Walker with the process. She noted that although it can generally take up to 18 months to complete this process, this time it will be accomplished in the months of May-November.

Part of the process will be to identify who the stakeholders should be outside of the Council. After that, it will be important to identify the mission, vision and values. Addressing the internal and external challenges will be the next step. Once these are identified, it will become clear what the major strategic focus areas are.

Walker pointed out that Council owns the process and will be critical for the process to be successful.

Council encouraged staff to evaluate the meeting schedule and if changes need to be made suggest them to Council.

Other Business

- A) Google Field Trip App:** von Domitz walked Council through the use of the new app. She explained that Google approached OTE to add the Historical Markers and Heritage Trees to their program. She said so far it was working great and was excited about the exposure the app could potentially bring to the programs.
- B) Goal Setting:** Walker reported the goals that became evident through the worksheet received from Council. These short-term goals will be used in part to develop the budget.

One goal that appeared evident was delivering agency services in a fiscally sound manner and diversification and stability of funding for the agency and its programs.

Another was continued transition of rest areas as defined by Senate Bill 1591. The objective is to ensure the operating model is cost effective and financially stable.

Develop and diversify local coalitions was also an important point. This was mentioned in several areas of the Agency.

Improve visual quality and accuracy of visitor information services is also important to Council. The objectives included coalitions and partnering with Tourism Commission and local partners to improve information centers and kiosk centers.

Improve sign management program was also an important piece. The objectives included developing a plan for capital improvement and asset management. Additionally, examining an alternative fee schedule is an important objective.

There was also focus on doing a five year strategic plan.

Russell commented that it might be important to re-engage the Sales and Marketing program.

Council asked to add all agency services should address cost effectiveness and financial stability.

Pfeiffer requested that an objective be added to research additional sign opportunities.

Council also requested adding the involvement of strategic partners to the objectives under the five year strategic planning process.

C) Next Council Meeting: Smith reviewed the plan for the Ontario Council meeting in July. She asked them to fill out and return the form to her as soon as possible.

Adjournment: Meeting was adjourned at 11:58 am

Respectfully Submitted,

Mary Olson
Secretary