

**Travel Information Council
Quarterly Council Meeting
Wednesday, January 8, 2014
OTE Conference Room – Salem, OR**

Council Participating:

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

Mike Drennan, Member-at-Large
Bob Russell, Vice Chair

Council Absent:

Charlotte Lehan, 5th Congressional District

Kathy Watson, 2nd Congressional District

OTE Staff Participating:

Kyle Walker, CEO
Jenn Smith, Executive Assistant
Madeline MacGregor, Chief Communications Officer
Angelique M. Goldschmidt, Human Resources Director

Tim Pickett, COO
Jason Nash, Rest Area Operations Manager
Annie von Domitz, Chief Community Assets Officer
Diane Cheyne, Director of Field Operations

Guests:

Craig Campbell, Victory Group

Chair Baldwin called the meeting to order at 9:33 am.

- C) December 16, 2013 minutes:** Russell made a motion to approve the minutes. Pfeiffer 2nd; motion passed unanimously.

Russell made a motion to increase CEO Walker's salary by \$5,000 a year and increase vacation to 4 weeks. Drennan 2nd; motion approved unanimously.

- D) Financial Review:** Drennan reviewed the November report. He said the agency is doing well with income and staying on or below budget. Staff is doing a great job on the accounts receivable and there are not any accounts that are more than 30 days past due on the accounts payable side.
- E) Election of Council Secretary:** Due to the recent resignation of Mary Olson, Council is in need of electing a new Secretary. Baldwin announced that Watson volunteered for the position. Drennan nominated Watson. Russell 2nd the nomination and it passed unanimously.
- F) Transition of Rest Areas:** Pickett presented a PowerPoint presentation to Council that informed them of the current state of the rest areas that will transition to OTE on March 1st.
- Campbell announced staff will be organizing a road trip for Legislators to see the rest areas coming on board.
- G) Oregon Destination Marketing Organization (ODMO):** von Domitz reviewed the road trip she, MacGregor and Walker took the past few months visiting the rest areas and kiosks on I-5 and I-84 as well as the Oregon coast. These visits help set the tone for the Charrette and how the concepts were developed. One concept that will be put into action is a pilot program in conjunction with Washington County at the French Prairie kiosk.

MacGregor reviewed the positive response received at the ODMO conference in regard to the VIP panels for the kiosks. She told Council staff is in the process of meeting with some local partners to get the kiosks up to date and presentable.

H) Strategic Plan: Walker reviewed the process that had been taken to develop the strategic plan. She then introduced a revised set of objectives based on outcomes and input received of the November charrette event. No changes were recommended to the previously adopted Strategic Direction. Russell requested the “action” item of clean & safe be moved to “objective” rather than an action. Council was comfortable and supportive of these changes submitted by staff and Council Member Russell. Staff will be populating these objectives with specific actions over the next few months. Baldwin asked that the Council formally adopt the strategic work plan in its entirety at the next Council meeting.

I) Sign Customer Service Report: Cheyne reviewed the survey results from the previous quarter. This time she broke it down by type of sign. Russell complimented her on the great customer service comments. Cheyne also reported that she has an updated version of the OARs to present to the Administrative Rules Committee.

It was decided that the sign fee schedule should be discussed at the May meeting.

J) Other announcements: Walker announced that Jim Renner will be retiring on May 1, 2014. There will be an event honoring him. She also told Council about the Leadership Team’s plan to plant a garden in Mary Olson’s honor at the French Prairie northbound rest area.

MacGregor told the Council she will be working on an article that will address our recent successes and thank the Legislators for their support.

Baldwin informed the Council that the Transportation Commission is in flux and it may be a while before a member of that Commission is appointed to OTIC.

K) Next meeting: Council decided they would like to hold the May 20th meeting in Medford. Staff reminded Council that a telephonic meeting would be necessary in mid-to late February to approve contracts for the rest areas coming on board March 1st.

Adjournment: Meeting was adjourned at 11:28 am.

Respectfully Submitted,

Kathy Watson
Secretary