

Travel Information Council
Quarterly Meeting
Wednesday, January 9, 2013
Oregon Travel Experience Office - Salem, OR

Council Participating:

Gwenn Baldwin, Chair, 3rd Congressional District
Charlotte Lehan, 5th Congressional District
Mary Olson, Secretary, OTC Appointed
Bob Russell, Vice Chair

Mike Drennan, Member-at-Large
Tom Loun
David Porter
Ed Washington

Council Absent:

Danuta Pfeiffer, 4th Congressional District
Kathy Watson, 2nd Congressional District

Maria Ponzi, 1st Congressional District

OTE Staff Participating:

Kyle Walker, CEO
Jim Renner, Rules & Policy Advisor
Jason Nash, Rest Area Operations Manager
Madeline MacGregor, Chief Communications Officer

Tim Pickett, COO
Jenn Smith, Executive Assistant
Ed Bengtson, Director of Finance & Administration
Annie von Domitz, Chief Community Assets Officer

Chair Baldwin called the meeting to order at 9:07 AM.

New Business

- A) **December 7, 2012 minutes:** Olson made a motion to accept the minutes with the one noted correction. Loun seconded, the motion passed unanimously.
- B) **Financial Overview:** Drennan reported that staff has made great progress in getting reports that are understandable and reflect a true picture of the agency's finances. He noted that the plan put in place has been implemented and is on target. The payables are down and are being paid on time; the accounts receivable are on track. He mentioned that the current projections are through the end of June 2013.
- C) **OTE Goals:** Walker reviewed what the focuses for the agency's departments will be through June 2013. Much of the focus will be on ensuring OTE is on target and complying with recommendations resulting from the Secretary of State's audit. Additionally, reviewing the policies and processes to ensure they are effective.

Olson suggested when making plans it could be helpful to implement a sustainability policy and goals. Renner said that is part of the inter-agency agreement with ODOT.

Baldwin submitted that when Council begins strategic planning, it would be a good idea to take a complete view of each program, the budget impact and acknowledge that some programs may be "loss leaders" and/or a chance to review if those programs are still a good fit with the agency.

Drennan suggested that when the budget is presented to Council, staff should show how the cash flows to support programs that don't necessarily generate income.

Walker said she will be meeting with ODOT and will ask for their input on the transition of rest areas. Additionally, she told the Council that staff relationships between ODOT and OTE are going very well.

Walker reviewed the current strategic framework and the path the agency is on between now and June 2013 regarding plans and goals.

Council agreed to have a goal setting session immediately following the April 10, 2013 meeting and then have a full strategic planning session later in 2013.

- D) Amendment to Division 001 OARs:** Renner reviewed the proposed amendment. Traditionally Division 001 has been overlooked and this will be an opportunity to update. Renner said there are 2 rules being amended and 5 new rules. The final rules should be available by the April 10th, 2013 meeting.

Russell made a motion to allow staff to start the process of changing or amending the Division 001 OARs. Porter seconded; motion passed unanimously.

- E) Baldock Landscape RFQ:** Nash reported to the Council that after reviewing the cost of a landscape contractor versus hiring additional staff, it would be financially beneficial to use a contractor. Olson made a motion to approve the contractor for landscaping at the Baldock rest area. Loun seconded; the motion passed unanimously.
- F) Baldock Renaming Proposal:** Von Domitz gave an overview of the process that had taken place to date with the stake-holder group. Baldwin asked if the Tribes had been consulted. Von Domitz said they had and they don't have a strong opinion about the name change. Loun moved to accept as presented and request ODOT approval for the name change; Olson second. Porter suggested amending the motion to add that staff should notify the Baldock family. Washington 2nd the amendment. Loun and Olson accepted the amendment. Motion passed unanimously.
- G) 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.

Old Business

- A) Assumed Business Name:** Renner reported that all the paperwork and fees have been taken care of to continue using Oregon Travel Experience as our assumed business name.

Other Business

- A) Presentation on Branding Initiative:** MacGregor presented a video of the evolution of the OTE brand.
- B) Recruitment of Council for Sign Policy Committee:** Renner asked for volunteers from the Council to be on the Sign Committee. After discussion, it was agreed that before any of the Council volunteered for committees, they would be evaluated during strategic planning.

Adjournment: Meeting was adjourned at 11:10 am

Respectfully Submitted,

Mary Olson
Secretary