



Oregon Travel Information Council
1500 Liberty Street SE, Suite 150
Salem, Oregon 97302

MINUTES

Oregon Travel Information Council Quarterly Meeting
September 25, 2017

Oxford Suits, 2400 SW Court Place, Pendleton, Oregon 97801

Council Members:

Ed Washington, Chair
Kenji Sugahara
Gwenn Baldwin

Bob Garcia, Vice Chair
Mike Marsh
Ryan Snyder

Excused:

David Lohman

Kathy Watson, Secretary (by phone?)

OTE Staff:

Nancy DeSouza, Executive Director
Tim Pickett, Operations Director
Jessica Carbone, Office Assistant
Diane Cheyne, Field Operations Division Administrator (by phone)
Annie von Domitz, Heritage and Community Assets Manager (by phone)
Jessica Carbone (by phone)

Guests:

Craig Campbell, Victory Group

Convening: The public meeting of the Travel Information Council was called to order by Chair Washington at 9:02 a.m. Washington noted attendance for the record. Snyder, Carbone, Cheyne and von Domitz were present by phone.

Public Hearing on Sign Fees:

Staff Report on Sign Fee Proposal: Cheyne reported that after the June Council meeting, a letter explaining the proposed 3% increase to sign fees and the proposed initiation of a new late payment fee. 1,720 letters were sent out and 13 responses were received. There are about an average of 75 late customer payments per month. A flat fee of \$25 dollars is recommended by staff to encourage timely

payments.

Snyder joined the meeting at 9:02 a.m.

Review and discussion of public comment: Council reviewed the submitted comments. There were no public members in attendance.

Baldwin made a motion to approve the 3% increase to sign fees across all bands and the creation of a \$25 late payment fee, both effective Jan 1, 2018, and the transfer of \$35,000 to the Historic Marker Program from the additional proceeds. Marsh seconded the motion. The motion passed unanimously.

Business Meeting:

Public Comment: None.

Approval of Minutes:

- **June 12, 2017 Quarterly Council Meeting:** The following correction was proposed: remove the “of” from “with additional of capital” in line six, paragraph one, page four. Marsh moved to approve the minutes as amended. Baldwin seconded. The motion passed unanimously.
- **August 11, 2017 Special Email Meeting:** Marsh moved to approve the minutes as presented. Baldwin seconded. The motion passed unanimously.
- **August 23, 2017 Special Email Meeting:** Marsh moved to approve the minutes as presented. Garcia seconded. The motion passed unanimously.

Legislative Recap/HB 2017:

- **HB 2017:** Campbell gave a recap of the transportation package. It puts into effect several tax increases every two years until 2025. The section of the bill that effects the agency transfers eight additional rest areas to TIC control and funds to operate TIC rest areas. It also provides funds for capital improvements over an eight-year period. Statutory language defines that the term “roadside rest area” applies only to those operated by TIC. Five rest areas will be transferred from ODOT July 1, 2018 and three will be transferred from OPRD July 1, 2019. Staff will conduct visits and inspections of all transferred rest areas.
- **SB 61:** Established OTE as a liaison with the Office of Emergency Management for emergency planning efforts.
- **SB 375:** Anti-human trafficking bill. Once funds are raised from outside revenue sources, volunteer organizations will install posters in the restroom stalls with information on a telephone hotline. The bill requires ODOT and OPRD to promulgate governing rules.
- **HB 2005:** DeSouza updated on the new pay equity law and implementation by DAS and the Governor’s Office. Employers can no longer request or consider prior salary history when setting the compensation of new hires.

Committee Reports:

Finance: Marsh said the committee discussing budget changes to account for funding from HB 2017.

Overall things are going well. Positive Retention is about \$40,000. This is a little less than budget and is because of expenditures for eclipse preparations. Equity-to-Debt Ratio has improved to 1.83 to 1. Cash generation is going well. Last month generated \$80,000. Past Due accounts are doing very well. Overdue accounts are being managed with a new system. The well at Deadman Pass is the only capital project currently exceeding its cost estimate, and Council approved \$11,700 to complete the project. Sign Revenue was up \$5,000 over last month. Water and Sewer is about \$36,000 above budget due to increased costs.

Heritage Trees: Washington reported on the highly successful Grove of the States dedication on August 28, 2107. He thanked staff for the amazing job they did and stated there are still tree sponsorships available. He also reported on the Drake Grove and Huntington Wagon Road dedications in Bend.

Historical Markers: Washington plans to suggest additional markers for Vanport. Garcia brought up concerns about the title and location of the Cannon Beach marker. The title is Cannon Beach, but it located in Arch Cape where the cannons were found. It was suggested to change the title to “Cannons on the Beach.”

Rest Area: Marsh is the new Chair. He reported that the eclipse planning went well with some additional expenses. The parking lot at Government Camp has been patched for winter without our involvement, but the future condition of the pavement will need to be readdressed. The committee has been discussing the Rest Area staffing model, the structure to deal with the additional funding and other related topics.

Executive: Baldwin reported that the committee met yesterday to discuss succession planning and adjustments to the operating procedures, which will come before the Council later in this meeting.

Break: 10:15 a.m. – 10:32 a.m.

Succession Planning: DeSouza formally announced her retirement effective March 1, 2018, and submitted a succession plan approved by the Executive Committee the day before to help ensure a smooth transition in hiring a new Executive Director.

Snyder joined the meeting at 10:37 a.m.

Sugahara, Garcia, Washington and Pickett volunteered for the Executive Director hiring committee. The Council directed DeSouza to identify an additional hiring committee member from outside the Council. After some further discussion of the transitional time line Baldwin made a motion.

Baldwin made a motion to empower a Hiring Committee in partnership with the Executive Committee to recruit, interview and recommend to Council finalists for the Executive Director position. That initial panel is Sugahara, Garcia, Washington and Pickett with additional candidates to added at the discretion of the empowered Committee. Sugahara seconded the motion. The motion was unanimously approved.

Discussion then moved to a flexible staff structure and role descriptions that are needed in the upcoming year, as well as government relations assistance for the February short legislative session.

Break: 11:30 a.m. – 11:36 a.m.

Executive Director/Staff Reports:

Sign Program: Cheyne gave an overview of the program and its performance measures. There are also some concerns being worked through with ODOT on how to still keep as many signs as possible when roads are widened to the point where signs have to be removed.

Rest Area Program: Pickett reviewed the rest area inspections process. Beyond the aesthetics, operational inspections help identify infrastructure issues. The completed inspections are showing solid improvements. DeSouza discussed the recent failure to timely report to ODOT that the Santiam Rest Area would be closed for paving and the steps to ensure full compliance in the future.

Heritage Programs: Von Domitz gave a recap of the successful Grove of the States' dedication and steps to complete the project with walkways, signage and other components. She has been working with the Oregon Trail Markers Collation on the 175th anniversary of the peak of the Oregon Trail to commemorate the trail and revitalize interest. She hopes to grow interest in the reinterpretation of the Oregon Trail kiosks. Von Domitz has also requested the opportunity to present a workshop on the kiosks at the next Heritage Conference in April.

Other Items: DeSouza reported success in meeting demand before and during the eclipse event. Additional costs of approximately \$35,000 includes additional supplies, pre-pumping septic tanks and staff overtime. Pickett does see some future cost in the upcoming months being lower than normal due to additional supplies overrun. DeSouza updated the Council on the condition of the Government Camp Rest Area and adjacent parking conditions.

Budget Planning Post-HB 2017: The 2017-19 Biennial budget adopted by Council will require amending to account for both increased revenues and staffing changes. The first step will be a budget note, to be considered later in the meeting. There likely will be an additional budget note in December. The proposed budget for FY 2018-19 will be discussed at the March meeting, and will require adoption at the June meeting following a public hearing.

Strategic Planning: DeSouza discussed steps to revise and build upon the prior strategic plan to account for revised priorities and new funding from HB 2017. Key will be a full engineering analysis of current and incoming rest area structures and systems to prioritize major required expenditures, essential and non-essential upgrades. Staff will work with Travel Oregon and local DMOs on design features and kiosks. To address the safety part of the strategic plan, we continue to partner with Oregon State Police on the exclusion program and improving rest area security plans to include local law enforcement who may have faster access to a given rest area. Both the Sign and Heritage programs are preparing their components. DeSouza suggested that this be an eight-year strategic plan. Baldwin proposed that following the engineering study, that staff present a proposed outline for discussion at the March meeting and potential adoption in June 2018.

New Business:

Action/Voting Items:

- **Operating Procedure Revisions:** DeSouza presented the suggested amendments to the Operating

Procedures that reflect the changes in statute and that adds an appointed, voting public member to the Finance Committee.

Baldwin made a motion to adopt the amended guidelines as proposed and amended. Marsh seconded the motion. The motion was unanimously approved.

Election of Officers/Executive Committee:

Slate of Candidates:

- Ed Washington – Chair
- Bob Garcia – Vice Chair
- Kathy Watson – Secretary
- Gwenn Baldwin – Member-at- Large

Marsh moved to adopt the slate of candidates. Baldwin seconded. The motion was unanimously approved. Washington abstained.

Resolution of Capital Improvement Funding from HB 2017: Marsh moved to formally adopt the eight-year Capital Improvement Funding Plan as detailed in 2017’s HB 2017. Garcia seconded. The motion was unanimously approved.

Interim IAA Amendment with ODOT for Rest Area Operations: Following discussion of the draft proposed by ODOT, Marsh made a motion to give the Executive Director authority to sign a new IAA as amended by OTIC. If ODOT does not agree, the Executive Director will not sign and it will be brought back before the Council. Baldwin seconded the motion. The motion was unanimously approved.

Budget Note for Increased Transfer of Highway Funds and Staffing change: Staff asked Council to approve the additional transfer of \$55,000 in Highway Funds on January 1, 2018 and the reallocation of existing funds for identified staffing changes.

Garcia made a motion to approve amendments to the adopted 2017-19 Biennial Budget through a budget note pending full revision for 2018-19 fiscal year. Baldwin seconded. The motion was unanimously approved.

Agency Projects/Contracts:

Deadman Pass: Staff asks that Council approve expenditure of up to \$13,000 to complete the connection of the well at Deadman Pass. This well will supply drinking water to the rest area reducing dependence on water supplied from the Immigrant Springs State Park, and will protect against water system failure of existing system.

Marsh moved to approve the expenditure of capital funds not to exceed \$13,000 to complete the project. Baldwin seconded. The motion was unanimously approved.

Rest Area Engineering Survey: Following staff proposal and Council discussion, Sugahara moved to authorize the agency to contract for a comprehensive engineering survey of the current and incoming rest areas, not to exceed \$100,000. Snyder seconded. The motion was unanimously approved.

Santiam/Boardman Contingency Funds: Due to unanticipated additional costs including renting variable message boards, staff requested increasing the projects' allocations by 5% to cover contingencies. The Santiam project would move from \$198,000 to \$208,000. The Boardman project would move from \$181,000 to approximately \$191,000.

Marsh moved to increase the allocation of funds for the Santiam and Boardman projects by 5%. Baldwin seconded. The motion was unanimously approved.

Adjourned: 1:16 p.m.

Next Meeting: Monday, December 11, 2017 – OTE Offices, Salem, Oregon.
