



Oregon Travel Information Council

1500 Liberty Street SE, Suite 150
Salem, Oregon 97302

Minutes – Rest Area Committee
OTA Offices, Portland
Thursday, January 5, 2017

Members Participating:

Mike Marsh, Bob Russell, Kathy Watson

Members Excused:

Ryan Snyder, Ed Washington

OTE Staff Participating:

Nancy DeSouza, Executive Director; Tim Pickett, Operations Director; Jason Nash, Rest Area Division Administrator; Heather Swanson, Rest Area Operations Manager; Jessica Carbone, Office Assistant

The meeting of the Travel Information Council Rest Area Committee was called to order by Chair Russell at 10:06 a.m.

Business Meeting:

Minutes Approval: Marsh proposed a change to the December 1, 2016 minutes: correcting “Getting Creek” to “Gettings Creek” on page two, line four; and to correct that the next meeting would be January 5, 2017 instead of 2016. Marsh moved to approve the minutes with the proposed amendments. Watson seconded the motion. The motion was unanimously approved.

The 2017-19 Biennial Budget update: Pickett reported that the draft budget has been reviewed by the Finance committee. Staff recommendation is to hold at the current draft pending more information.

Rest Area Capital Projects:

- **ADA/Lawsuit Settlement:** Nash provided a spreadsheet based on the findings from his joint ADA inspections with ODOT. The spreadsheet references all required upgrades necessary to the essential functions of the rest areas: parking lots, parking spaces, ramps, sidewalks, buildings, and restrooms, and the estimated costs of likely required upgrades. Pickett added that while the resolution of the ODOT lawsuit drove these inspections, it is unclear that all the elements and timing have yet been established. For example, both agencies lack clarity on what prior and future work will trigger certain upgrades, including curb cut improvements for those that already meet checklist standards. Pickett handed out the entire current capital project list with recent changes in current estimates. Determining projects and priorities remains unclear pending resolution of questions from 49CFR27.75 dealing with ADA compliance.

Marsh asked if the \$358,000 estimated on Nash’s estimate from his inspections was a “worst case” scenario. DeSouza said the estimates would be higher if they included non-essential rest area

features such as kiosks and horse corrals. Watson suggested looking at where money could be saved. Russell suggested it may be necessary to suspend the Oak Grove southbound rebuild project. Pickett discussed general operational cost saving measures and DeSouza said that we continue administrative savings from vacant positions. Watson did not see enough concern to cancel the Oak Grove Project. DeSouza is hopeful to have answers from ODOT and completed plans by the March Council meeting.

- **Joint Paving Projects with ODOT:** DeSouza said ODOT's Travis Brouwer is notifying OTE of their paving projects near TIC rest areas for possible piggy-back savings if there is work that could be contracted for while ODOT is working in the area. ODOT's project engineer, for work near the French Prairie Rest Area, found paving failure areas on the northbound on-ramp more than 150 feet from the gore point. Discussions will continue.
- **Status of the Rest Area Inspections:** Nash said the operational rest area inspections have been delayed due to the work required for the ADA inspections. He will complete remaining I-84 inspections next week. There has been overall improvement from the first inspections. This led to a conversation on how the rest areas are handling the severe winter weather conditions, especially along the east end of I-84.
- **Other Measure Updates:** Pickett said that as of Nov. 30, 2016, the total rest area visitor count is just under 8.9 million for the fiscal year to date, which averages the cost-per-visitor at 28.6 cents. DeSouza said this information will be included in performance measures and legislative presentations. Marsh asked if Oregon State Police is still willing to work with us on the Safety Measurement. DeSouza said yes, but that it would be after full training of OSP staff on the exclusion program later this year.
- **Sponsorships:** DeSouza is researching other states' sponsorship programs, including those states with experience contracting with private vendors. Annie von Domitz is finding that the Grove of the States is a different kind of fundraising challenge than originally conceived, and staff are contracting with a highly recommended consultant, James Phelps, to advise on an hourly-charge basis. Watson recommended use of free media to reach out to the public about the opportunities of sponsorship. At the committee's request, a meeting will be set up with Phelps, Russell and staff to discuss maximizing potential sponsorship revenues. For overall rest area sponsorships, Watson recommends reaching out to Lee Weinstein of Weinstein and Associates regarding sponsorship marketing.
- **Additional Grove of the States Update:** DeSouza reported that work is going well. Von Domitz, rest area staff and grove team members completed marking and planning the placement of each tree for the planting day on February 11, 2017. Von Domitz will send out invitations to anyone who may want to participate. Watson highly recommended inviting as many media outlets to the planting as possible.

Adjournment: Meeting was adjourned at 11:27 a.m.

Next meeting: February 2, 2017, 10:00 a.m. at the OTE office in Salem.