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MINUTES OF VIRGINIA STATEWIDE DIRECTIONAL SIGNING ADVISORY COMMITTEE MEETING

Date: July 13, 2004

Time: 9:30 a.m.

Place: Virginia Tourism Corporation
901 East Byrd Street, West Tower 19th Floor
Richmond Virginia 23219

INTRODUCTIONS

Ray opened the meeting and welcomed everyone. The following were in attendance:

Committee Members

Ray Khoury, P.E. VDOT Mobility Management – Chair
Ralph Earnhardt, Virginia Tourism Corporation
John Shenal, American Association of Retired Persons
Donna Johnson, Virginia Agribusiness Council
Michael O'Connor, Virginia Petroleum, Convenience and Grocers Association
Danny Mitchell, Virginia Hospitality and Travel Association
Lawrence J. Land, Virginia Association of Counties
Leighton Powell, Scenic Virginia
Martha Kapitanov, Federal Highway Administration

VDOT Support Staff

Phil Hopkins, P.E. VDOT Mobility Management
Byron Marshall, VDOT Mobility Management
Joy Shepherd, VDOT Mobility Management
Donna Purcell Mayes, VDOT Public Affairs
Ed Jansky, VDOT Mobility Management

Virginia Logos Inc. Staff

Floyd Williams, Interstate Logos, Inc.
John Spacek, Virginia Logos, Inc.
Jason Newcomb, Virginia Logos, Inc.
Chip Dicks, Counsel, Virginia Logos, Inc.

Other attendees

Dennis Prescott, Outback Steakhouse
Chris Jankowski, Outback Steakhouse
Neal J. Barber, Virginia Economic Development Partnership
Katie Kyger, Virginia Agribusiness
Hugh Barton, Virginia Hospitality and Travel Association

The following members were unable to attend:

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Dale Bennett, Virginia Truck Association
Mike Edwards, Virginia Municipal League
J. P. Eck, National Association of Truck Stop Operators
Martha Mitchell, American Automobile Association
Trice L. Craddock, North Carolina DOT

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ADVISORY COMMITTEE MEETINGS

Ray Khoury asked committee members, staff and other attendees to introduce themselves. Phil Hopkins stated that as always the meetings are open to the public but discussions should be limited to members only.

PREVIOUS MEETING MINUTES

The June minutes were approved.

STATUS OF IDSP SCHEDULE

Phil stated that July 15 the proposed criteria and fees would be presented to the Commonwealth Transportation Board workshop. There will be an additional 30-day public comment period to begin July 20 ending August 18 with the CTB scheduled to vote September 16.

PUBLIC INVOLVEMENT PROCESS FOR IDSP

Donna Mayes informed members that the proposed fees and criteria will be posted on the IDSP website after the July 15 meeting. The public can review and submit their comments either by letter, email or phone. There will be no further public meetings. She told committee members it is crucial they relay this information to their members.

PRESENTATIONS WITH DISCUSSIONS

a. IDSP - Recommendation to CTB – Criteria A

July 12 Draft criteria was distributed to each member and Phil reviewed it page by page. Some questions arose. One was that the term 'single non-chain' restaurant was not clearly defined for TODS. Floyd Williams will conduct research on this subject. A member asked that Farm Markets be added to the list of acceptable sites for signing for the Logo and TODS programs. Ray indicated Farm Markets would be added to the criteria. Phil noted that General Motorist Services Signing, Civil War Trails and Virginia Department of Game and Inland Fisheries Birding and Wildlife Trails are not included in the IDSP and remain a VDOT function.

b. IDSP – Recommendation to CTB – Bumping

Phil reviewed the bumping policy and there were no questions.

c. IDSP – Recommendation to CTB – Excess Space

Phil commented that the inclusion of Category II businesses in the Logo and TODS program utilizes unused spaces but Category II businesses are subject to be bumped by Category I businesses. When asked Ray stated that VDOT was moving forward with plans to install logos in urban areas where space allows.

d. IDSP – Recommendation to CTB – Fees

The concept of fees based on ADT (Average Daily Traffic) was introduced for the Logo program. Interchanges with greater than 40,000 vehicles per day would pay a High Volume Fee as opposed to a Regular fee for those interchanges with less than 40,000 vehicles per day.

OPEN DISCUSSION

A member wanted to know if VDOT would still offer 3-year Logo contracts. Phil said yes.

NEXT MEETING AGENDA ITEMS

Phil proposed there be no August meeting because VDOT would be receiving public comments during that time. There were no objections.

NEXT MEETING

The next IDSP meeting will be Tuesday, September 14, 2004 at the Virginia Tourism Corporation.

ADJOURN

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