

## Virginia Statewide Directional Signing Advisory Committee

### Meeting Minutes

November 7, 2018

Meeting time: 9:30 a.m.

Virginia Tourism Commission, One James Center  
901 East Cary Street, Richmond VA 23219

#### 1. Introductions

Rick Burgess served as Chair in place of Ray Khoury. Rick opened the meeting while a sign-in sheet was distributed to the attendees who introduced themselves and the organization they represent.

Committee Members Present:

Michael O'Connor	Virginia Petroleum, Convenience, and Grocers Association (VPCGA)
Val Guffy	Virginia Tourism Corporation (VTC)

Committee Members Not In Attendance:

Ray Khoury	VDOT Traffic Engineering Division
Karen King	Federal Highway Administration (FHWA)
Shepherd Cronemeyer	Virginia Agribusiness Council
Kristan Havard	Virginia Hospitality and Travel Association (VHTA)
Martha Mitchell Meade	American Automobile Association (AAA)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia

VDOT Support Staff:

Rick Burgess	VDOT – Traffic Engineering Division
Dee Audet	VDOT – Traffic Engineering Division
Al Bryan	VDOT – Traffic Engineering Division
Lewis Bridgforth III	VDOT – Traffic Engineering Division

Virginia Logos Staff:

Jason Newcomb	Virginia Logos – General Manager
Chip Dicks	FutureLaw, L.L.C.

Guest:

Marie Henderson	Virginia Tourism Corporation (VTC)
-----------------	------------------------------------

#### 2. Previous Meeting Minutes: April 11, 2018

Copies of the previous meeting's minutes were distributed for review and discussion. The minutes were accepted as written.

### 3. IDSP

#### a. Status of Participation (Virginia Logos)

Jason Newcomb of Virginia Logos distributed and updated his report dated November 7th, 2018. Marginal growth in the Logo program was noted. The current total is 12,399, up from 12,203 in April of 2018, including Mainlines, Ramps and Trailblazers.

#### b. IDSP Annual Report on Revenue/Expenses FY18 (Dee Audet)

Dee Audet of VDOT Traffic Engineering Division reviewed the Year to Date summary of the FY18 Revenue and Expenses explaining that there is a reasonable margin of 5.1% balance of revenue over expenses (Report Attached).

#### c. Review of Revisions to the IDSP Participation Criteria. Draft Revisions presented at the April meeting were incorporated into the Participation Criteria *dated "Revised by VDOT October 10, 2018"*. Changes reviewed are attached (highlighted text): Changes of note are as follows:

- Under Specific Travel Service (Logo) signing, the "FULL SERVICE FOOD" section was deleted.
- Under attractions, "Drive-in Theaters" were added as well as the revision of hours of operation for Wineries, Breweries, Distilleries and Cideries.
- Also, previously reviewed criteria for EV charging and alternative fuel sub-text messages for Logo, and EV/Alt fuel icons for TODS and GMSS were added as approved at the April 2018 meeting.
- Method of EV/alternative Fuel facility qualification by DMME was added
- Under "Special Programs" the Wayfinding section was revised
- Definitions section was updated to include or revise: "Agribusiness," "Brewery," "Cidery," Virginia Education Institution," Distillery," "Drive-in Theater," Full Sanitary Facilities," "Historic Building or Site," "Historic District," Winery."

#### Questions/comments?

**Michael O'Connor:** Can businesses receiving a GMSS sign designating Alternative fuel facilities cause another business to be "bumped" off the logo program?

**Rick Burgess:** No, GMSS designations cannot bump a business participating in the logo program

**Chip Dicks:** What do you define as being a "full lavatory" (i.e. full sanitary facilities").

**Rick Burgess:** We have provided a definition for that in the "Definitions" section.

**Chip Dicks:** Asked about clarification for EV Charging stations receiving a GMSS.

**Rick Burgess:** Food and Gas is not a required service for qualified EV charging stations receiving a GMSS.

**d. Open Discussion**

**Michael O'Connor:** Mike requested an update on the status of the IDSP Contract.

**Rick Burgess:** Rick Burgess indicated that a second procurement process had been completed and that, unfortunately, Virginia Logos, LLC., was not selected as a result of that process, however, the procurement of a new contractor was still ongoing and that we hoped to have a contractor on board prior to the January 31, 2019 contract expiration.

**Michael O'Connor:** Mike requested why were not stakeholders involved in the procurement process?

**Rick Burgess/Dee Audet:** Rick and Dee indicated that the SADSAC acts in an advisory capacity and is at liberty to provide comments on the IDSP, however, state procurement law as outlined in the Virginia Public Procurement Act (VPPA) does not allow participation in the procurement process from entities outside of state government.

**4. Next Meeting Agenda Topics:**

VDOT will provide an update on the status of the IDSP contract and provide an update on the EV Station participation.

**5. Next Meetings:**

May 9, 2019 and November 6, 2019

**6. Adjourn**