

**Statewide Directional Signing Committee
Meeting Minutes
May 13, 2009**

Meeting Time: 9:30 a.m.
Location Virginia Tourism Corporation
901 East Byrd Street, West Tower 19th Floor
Richmond, Virginia 23219

1. Introductions:

Van opened the meeting; members, staff and guests introduced themselves. A sign in sheet was distributed.

Committee Members Present

Roger Cole	National Association of Truck Stop Operators
Larry Land	Virginia Association of Counties (VACO)
Michael O'Connor	Virginia Petroleum Convenience and Grocers Assoc.
Bobbie Walker	Virginia Tourism Association (VTC)

VDOT Support Staff

Vanloan Nguyen	VDOT Traffic Engineering
Rick Burgess	VDOT Traffic Engineering
Ben Cottrell	VDOT Research Council

Virginia Logos Staff

Jason Newcomb	Virginia Logos
Bill Jones	Virginia Logos
Sara Beck	Virginia Logos
Chip Dicks	Future Law

Other Attendees

Roy Knox	Virginia Tourism Association (VTC)
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Committee Members Who Did Not Attend

Ray Khoury – Chairman	VDOT Traffic Engineering
Josue Yambo	Federal Highway Administration
Martha Mitchell	American Automobile Association
Donna Pugh Johnson	Virginia Agribusiness Council
Julia Ciarlo Hammond	Virginia Hospitality and Travel Association
Denise Thompson	Virginia Municipal League
Dale Bennett	Virginia Trucking Association
Leighton Powell	Scenic Virginia

2. Previous Meeting Minutes: November 12, 2008

The minutes of the November 12, 2008 meeting were distributed and accepted as written.

3. IDSP

a. Status of Participation (Logo, TODS, SGS and GMSS): VL

Jason provided handouts of the Activity Report dated May 13, 2009, for the four signing programs under the IDSP. This report contains the number of signs under the Specific Service (Logo) Signs Program, the number of panels sold and structures built under the Tourist-Oriented Directional Signs (TODS) Program, and the number of messages and requests for the Supplemental Guide Signs (SGS) and General Motorist Service Signs (GMSS) Programs. Jason indicated that there was an increase in revenues for the Logo and TODS programs and asked the members to review the information and if anyone had any questions concerning this report. No questions were asked.

b. Update on Refunds and Renewal Dates: VDOT/VL

Rick provided a handout of the FY08 Logo Refunds and the change to the Logo customer renewal date, which explained how much the Logo customers would receive and why they would receive that amount, as well as the explanation for the change of the renewal date. Virginia Logos provided a copy of the letter that was sent to the Logo customers explaining the VDOT refund. VDOT/VL answered questions related to the refunds and changes to the renewal dates.

c. Presentation on Adding Distance Information to Mainline Logo Signs: VDOT

Ben Cottrell of the Virginia Research Council provided a PowerPoint presentation discussing the research he conducted for adding the Distance to the Mainline Logo signs. The presentation provided survey information from VDOT test subjects and from motorists at rest areas.

The conclusions of the survey were:

1. Distance information was legible and easy to read
2. The distance appeared to be cramped by some
3. The Motorists said the signs were "OK" or "Easy to Read" and the distance information was useful.
4. The presence of the distance on the Mainline sign had no effect on safety.
5. The majority of the logo signs across the state would need to be enlarged and could cost as much as \$10.5M to improve.
6. Funding for this is not likely or a priority.

Presentation available online at: http://www.virginia-dot.org/vtrc/main/online_reports/pdf/09-r17.pdf

d. Presentation on Historic Triangle Wayfinding Experiment: VDOT

Ben Cottrell provided a PowerPoint presentation discussing the research he conducted for the Historic Triangle Wayfinding program. The 10 test subjects from the City of Williamsburg participated in the research. The research was completed as a part of the Federal Highway Administration (FHWA) requirements to experiment. Motorists were surveyed at two Visitor Centers. The survey could not conclude if motorists could actually read the script font, or if they even recognized it.

The conclusions of the survey were:

1. FHWA included a section on Wayfinding signs in the proposed MUTCD.
2. Signs were very helpful to motorists surveyed.
3. The Colonial Williamsburg script font was easy to read and had adequate legibility distance.
4. Signs had no effect on safety.
5. The smaller interstate gateway signs should be adequate for interstate signs.
6. Benefits include improved navigation and guidance for motorists or tourist destinations.

Presentation available online at: http://www.virginiadot.org/vtrc/main/online_reports/pdf/09-r12.pdf

4. Open Discussion:

A question was raised asking for clarification of the “Roll Over Program” – Rick explained that the program allows up to 4 structures at an approach with up to 12 of the same service on 2 boards. If a panel is not available and there is available space at the approach of the interchange, the customer can pay to have a structure installed and would be offered a 3 year contract to keep them from being bumped.

5. Next Meeting Agenda Items:

A complete Agenda will be sent to members shortly before the November 18, 2009 meeting.

6. Next Meetings:

November 18, 2009 and May 5, 2010

7. Any other questions/comments

No additional questions or comments

8. Adjourn:

With no further questions, Van adjourned the meeting.