

**Statewide Directional Signing Committee  
Meeting Minutes  
November 12, 2008**

Meeting Time: 9:30 a.m.  
Location Virginia Tourism Corporation  
901 East Byrd Street, West Tower 19<sup>th</sup> 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**

Michael O'Connor	Virginia Petroleum Convenience and Grocers Assoc.
Josue Yambo	Federal Highway Administration

**VDOT Support Staff**

Vanloan Nguyen	VDOT Traffic Engineering
Dee Audet	VDOT Traffic Engineering
Rick Burgess	VDOT Traffic Engineering

**Virginia Logos Staff**

Jason Newcomb	Virginia Logos
Jim Barrett	Future Law, LLC

**Other Attendees**

Iris Rodriguez	Federal Highway Administration
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**Committee Members Who Did Not Attend**

Martha Mitchell	American Automobile Association
Roger Cole	National Association of Truck Stop Operators
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
Larry Land	Virginia Association of Counties (VACO)
Bobbie Walker	Virginia Tourism Association (VTC)

## **2. Previous Meeting Minutes: May 14, 2008**

The minutes of the May 14, 2008 meeting were distributed and accepted as written with one change to the attendance list, Michael O'Connor was added.

## **3. IDSP**

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

Jason provided handouts of the Activity Report dated October 2008, 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. IDSP – Annual Report on Revenue/Expenses for FY08:VDOT**

Rick provided handouts of the IDSP Annual Report dated November 7, 2008. Dee Audet went over the key aspects of the report concerning the current status of generated IDSP funds and the expenses that the program had incurred during FY08. The report reflected a need to reduce the IDSP reserve fund, for FY09, there will be a refund of fees to bring revenue balance over expenses to an estimated 8.6%. The refunds will be as follows:

- \$150 for each high volume logo participant sign (originally paid \$1,000 per sign)
- \$120 for each regular volume logo participant sign (originally paid \$800 per sign)
- For an estimated return of \$542,405.

In addition, in the FY10 projections, a credit is being proposed that will be equal to 4 months of the annual fee for logo participants. This is due to a necessary change in the timing of invoices and participant contract renewals to accommodate year end processes by VDOT so that fees along with any necessary credits can be determined annually.

- FY10 will be a 16 month term but participants will only be charged for 12 months.
- At this time, credit amounts are estimated to equal \$333.32 for high volume participants and \$266.68 for regular volume participants.
- This may be subject to change if deemed necessary (factors change, expenses increase, etc.).

A question was asked: When would the refund check be distributed to the customers? Dee stated that the refund checks should go out around the end of end of January or mid February if at all possible.

**c. Request to Participate as a Category II Food in the Logo Program: VDOT**

**i. Sonic: VDOT**

Rick provided a handout and reviewed the current IDSP Category II Food criteria and the proposed criteria change that would permit a business that requests to participate as a Category II Food in the Logo program if the business has: (ii) permanent combined outdoor or indoor seating at tables or counters for a minimum of twenty (20) adult persons and no less than ten (10) car ports each capable of hosting a four-seat vehicle with each car port having wait staff to receive order of food and accept or process payment.

The changes were made based upon committee discussions that are reflected in the information above. This change will be presented to the CTB in the future for their approval.

**4. Open Discussion:**

No additional discussion

**5. Next Meeting Agenda Items:**

A complete Agenda will be sent to members shortly before the May 6, 2009 meeting.

*Note: Meeting date was moved to May 13, 2009 due to meeting conflicts.*

**6. Next Meetings:**

May 13, 2009 and November 18, 2009

**7. Any other questions/comments**

No additional questions or comments

**8. Adjourn:**

With no further questions, Van adjourned the meeting.