

**Statewide Directional Signing Committee  
Meeting Minutes  
November 15, 2007**

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**

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

**Committee Members Present**

Ray Khoury	VDOT Traffic Engineering – Chair
Roger Cole	National Association of Truck Stop Operators
Julia Ciarlo Hammond	Virginia Hospitality and Travel Association
Bobbie Walker	Virginia Tourism Corporation
Michael O’Connor	Virginia Petroleum Convenience and Grocers Assoc.

**VDOT Support Staff**

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

**Virginia Logos Staff**

Floyd Williams	Interstate Logos, Inc.
Jason Newcomb	Virginia Logos
Chip Dicks	Future Law, LLC

**Other Attendees**

Janet Appel	Shirley Plantation
Randy Carter	Shirley Plantation

**Committee Members Who Did Not Attend**

Martha Mitchell	American Automobile Association
	Federal Highway Administration
Trice Craddock	North Carolina Department of Transportation
Donna Pugh Johnson	Virginia Agribusiness Council
Larry Land	Virginia Association of Counties
Denise Thompson	Virginia Municipal League
Dale Bennett	Virginia Trucking Association
Leighton Powell	Scenic Virginia

## **2. Previous Meeting Minutes: November 7, 2007**

The minutes of the November 7, 2007 meeting were accepted as written

## **3. IDSP**

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

Jason Newcomb provided a Quarterly Activity Report for the four signing programs under the IDSP. This report contains information such as number of signs displayed, new signing requests, contract renewals and cancellations. Jason asked the members to review the information and if any one had any questions concerning this report. No questions were asked.

### **b. IDSP – Annual Report on Revenue / Expenses FY07: VDOT**

Handouts were distributed and Dee Audet reviewed the information with the committee members. The report provided the following information on the four signing programs:

- Table 1 – IDSP FY07 Revenue and Expense
- Table 2 – IDSP FY08 Projected Revenue and Expenses

Table 1 revealed there was a 7% surplus for FY07 after all expenses. The total revenue generated was \$4,914,437 and total expenses were \$4,339,991, which resulted in unobligated revenue of \$574,446. However, a deficit amount of \$253,904 was remaining from FY06, and had to be deducted from the current fiscal year's revenue. There was a question concerning covering the deficit from FY06. It was explained that the IDSP was a self sustaining program and a deficit that occurs shall offset by available IDSP funds and not by state funds.

Since Table 2 forecasts the revenue and expenses for the programs will have 4% of unobligated revenue and expenses; VDOT is not recommending any changes to the fee structure for FY08.

This information will be reviewed annually and if the revenue exceeds 10% fees will be reduced or credits issued.

### **c. New Roll – Over Policy: VDOT / VL**

Handouts were provided to the committee members and Ray introduced the new Roll-over policy to the members. It was stated that the Roll-over program was provided through the Interim Approval Process, FHWA authorized the option of displaying up to twelve logos for one service type by using no more than two specific service signs and not exceeding a maximum of four background signs at the approach to an Exit. Jason Newcomb of VL provided additional insight on the policy and explained to the members

how the program would be implemented. This information will be incorporated into the IDSP Operating Procedures Manual.

**i. Full Service Food MUTCD Experiment - Update: VDOT**

Ray explained to the members that since the Full Service Food MUTCD experiment had concluded the businesses that were participating in the Full Service Food pilot program as of September 30, 2007 will automatically be moved into the new Roll-Over program as long as they continue to meet the minimum Category I Food criteria and continue to meet their financial obligations to the logo program.

**d. Wayfinding – Historic Triangle MUTCD Experiment – Update: VDOT**

Ray provided a brief update on the Historic Triangle Wayfinding signage program. Ray then introduced Ben Cottrell of the Virginia Transportation Research Council. Handouts were provided to committee members that were related to the Power Point presentation. Ben conducted a Power Point presentation on the progress of the Historic Triangle Wayfinding Program. The presentation covered the “Evaluation of the Historic Triangle Wayfinding Sign System”. Ben discussed the purpose and scope of work; this would be to conduct an evaluation of the Historic Triangle Wayfinding sign system to determine its effectiveness in providing motorists with guidance and directional information. Ben discussed the motorist surveys that had been conducted by his research team. The interim survey results provided very positive feedback from the traveling public who participated in the survey. Ben stated that he would conduct a legibility study by the winter of 2008, before and after crash study in the fall of 2008 and the final report would be provided in December 2008.

**e. Logo Mileage MUTCD Experiment – Update: VDOT**

Ray introduced the Logo Mileage MUTCD Experiment as the next item on the agenda with some background information on the experiment. Ben Cottrell of the Virginia Transportation Research Council conducted a Power Point presentation on the progress of the Logo Mileage Experiment. Handouts on the Power Point presentation were distributed to the committee members. Ben reviewed the purpose of the experiment; this was to determine the effectiveness and usefulness of adding distance information on mainline logo signs. Also the scope of the experiment was discussed which would be limited to piloting selected interchanges (I-64 exit 250, I-81 exit 137, I-95 exit 152) in Virginia. Ben stated that he would be conducting a legibility study this winter, motorist survey by spring 2008, before and after crash study in the fall of 2008 and the final report would be provided in February 2009.

**f. Virginia Association of Counties (VACo) – Update: VDOT**

Handouts were provided to the committee members and Ray brought to the attention of the committee members a topic that was introduced to the Virginia Association of Counties (VACo) in their 2008 Draft Legislative Program. Under the “Transportation” section under “Billboards and Signage” It stated that “VACo supports legislation that would require signs installed under VDOT’s Interdirectional Sign Program to be consistent with local ordinances, including any local approval process.” Floyd Williams of Virginia Logos addressed the draft legislative proposal with concern. However he stated that this was only a proposal that was incorporated into the VACo draft and had not been approved by VACo and most likely would not be approved.

**4. Open Discussion**

Ms. Janet Appel and Mr. Randy Carter from Shirley Plantation provided an update on non-profit classified status. It was stated that the Shirley Plantation was very close to achieve their non-profit classified status. They would inform VDOT and VL once they achieved their new status.

**5. Next Meeting Agenda Items**

A complete Agenda will be sent to members shortly before the next meeting.

**6. Next Meetings**

November 5, 2008 and May 7, 2009

**7. Adjourn**

With no further questions, Ray adjourned the meeting.