

**Statewide Directional Signing Committee
Meeting Minutes
November 18, 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 Nguyen opened the meeting; members, staff and guests introduced themselves. A sign in sheet was distributed.

Committee Members Present

Josue Yambo	Federal Highway Administration (FHWA)
Larry Land	Virginia Association of Counties (VACO)

VDOT Support Staff

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

Virginia Logos Staff

Jason Newcomb	Virginia Logos, LLC
Sara Beck	Virginia Logos, LLC

Other Attendees

Sandra Hicks	Virginia Tourism Corporation (VTC)
Jim Barrett	Future Law, LLC

Committee Members Who Did Not Attend

Ray Khoury – Chairman	VDOT Traffic Engineering
Roger Cole	National Association of Truck Stop Operators (NATSO)
Donna Pugh Johnson	Virginia Agribusiness Council
Martha Mitchell	American Automobile Association
Julia Ciarlo Hammond	Virginia Hospitality and Travel Association
Michael O’Connor	Virginia Petroleum Convenience and Grocers Assoc.
Bobbie Walker	Virginia Tourism Corporation (VTC)
Dale Bennett	Virginia Trucking Association
Leighton Powell	Scenic Virginia

2. Previous Meeting Minutes: May 13, 2009

The minutes from the May 13, 2009 meeting were distributed and accepted as written.

3. IDSP

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

Jason Newcomb provided handouts of the Activity Report dated November 18, 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.

Jason also indicated that Virginia Logos had just finished two major projects that were not reflected on this report, but would be reflected on the next report. The first project Virginia Logos completed was the switch out of 275 signs in the Bristol District. The second project was site clearing in the Richmond area, which will be completed very soon.

Rick Burgess said that he has asked Virginia Logos to create a maintenance form and spreadsheet which can be accessed by VDOT at anytime. Virginia Logos is currently working on this.

b. Integrated Directional Signing Program Annual Report DRAFT: VDOT

Dee Audet provided handouts of the Integrated Directional Signing Program Annual Report DRAFT. This report gave a brief background of the Signing Programs, recapped the FY2009 Logo Customer Annual Fees and VDOT's refunds, as well as information pertaining to the FY2010 Logo Customer Annual Fee Credit. The report also had a summary of VDOT Revenue and Expenses.

The Wayfinding Program was briefly recapped as well. Dee asked the members to review the information and if anyone had questions concerning the report.

Sandra Hicks with the Virginia Tourism Corporation mentioned that she had seen some Wayfinding signs that needed maintenance and asked how many Wayfinding Signs are currently installed. Rick Burgess responded that the Historic Triangle Wayfinding signs in Williamsburg are the only ones currently installed on VDOT right of way, which is still pending FHWA's response to the research completed by VDOT. In response to her question about maintenance needed to several Wayfinding signs, Rick said that the signs she may be referring to may possibly have been installed by the City they are located in that are not on VDOT right of ways. Rick Burgess stated that there are other Wayfinding Signs that are currently in development which include signs in Fairfax, Loudoun, Spotsylvania, Stafford, and the Eastern Shore.

c. Change to Logo Renewal Date: VDOT/VL

Rick Burgess provided handouts of the Change of the Logo Renewal Date. The handout explained the changes that VDOT requested that Virginia Logos make to the Logo Program which included; change to the renewal dates, contract terms changes, and credits to be given to qualifying customers. Jason Newcomb added that 85% of Logo customers have renewed and of that 85%, less than 1% cancelled and 13% is still outstanding, with 6% being on a payment plan.

4. Open Discussion:

Van Nguyen revisited Wayfinding Programs and stated that they are going to be bringing a Consultant on board.

Josue Yambo had some information to share, as well as some questions and concerns by the Federal Highway Administration (FHWA) to address.

- a. FHWA will be submitting a response to the Wayfinding Research from the Historic Triangle in Williamsburg very soon.
- b. The MUTCD should be out before the end of the year online.
- c. FHWA has some concerns about overhead signage in regards to the Hot Lane Project in Northern Virginia. He said overhead signs should never been installed and there should be a policy in place regarding this. For an example, he referred to a Northern Virginia Community College (NVCC) sign that currently has an overhead sign, which needs to be removed and relocated. Rick Burgess responded that VDOT is currently working on the removal of all bridge mounted signs. Jason Newcomb and Rick Burgess both said that it is standard VDOT/VL policy not to install overhead signage and only do so if necessary. Rick asked Josue to send him an email regarding the overhead sign for NVCC regarding the removal and relocation of the sign.
- d. Dee Audet suggested that a clause be added to the customers contract that FHWA reserves the right to change any policies which may could have an affect all signs currently installed or to be installed in the future. Jason Newcomb responded there is a clause similar to this, but says VDOT reserves the right to change any policies, that is already on the contract, but will look into adding it.
- e. Josue said he has noticed there are a lot of facilities who have signs installed that the FHWA does not feel need signage and that the FHWA is concerned with the number of signs being installed at an interchange due to motorist safety issues. Jason Newcomb responded that all businesses must meet the eligibility criteria requirements in order to have signage.
- f. Josue wanted to know how Starbucks are able to have a Logo sign. Jason Newcomb responded that they qualify because they meet the minimum eligibility

criteria as a Category II food business and went over the criteria. He also brought up that under the old VDOT criteria, all food businesses had to be open for breakfast, lunch, and dinner and in order to have signage, they would have to serve eggs, a breakfast meat, and bread. Under the new VDOT criteria, that they would have to be open for breakfast and serve something, whether it was a muffin, etc. Rick Burgess added that VDOT changed the criteria because they did not feel that it was fair to the customers that VDOT dictate what is considered breakfast. Some customers may feel that a donut is breakfast, etc.

g. Josue asked if Timeshares qualify under the lodging for signage. He brought up Colonial Crossing. Jason Newcomb responded that as long as they meet the qualification criteria as a lodging facility that they would qualify, and that if you can actually go into this facility and check in.

h. Josue asked if the businesses that currently had signs installed at the interchange where VDOT added the new Bypass in Madison Heights, were able to keep their signs since it was not their fault that a new bypass was installed. Jason Newcomb said that all of the business that had signs installed at this interchange were all granted an exception by VDOT which allowed these businesses to be 6 miles for the interchange.

i. Josue's last concern was about Pierce's Pitt BBQ in regards to the interchange being redone. Jason Newcomb responded that the issue was resolved. Rick Burgess added that it was resolved by the Rollover Program. Josue asked that if more businesses built there would this be an issue. Jason Newcomb responded that yes, it would probably be an issue, but could be dealt with at that time.

Next Meeting Agenda Items:

A complete Agenda will be sent to members shortly before the May 5, 2010 meeting.

5. Next Meetings:

May 5, 2010 and November 3, 2010. (Rick Burgess asked Sandy to check to make sure the conference rooms were available on these dates)

6. Any other questions/comments

No additional questions or comments

7. Adjourn:

With no further questions, the meeting was adjourned.