

Statewide Directional Signing Advisory Committee

Meeting Minutes

May 14, 2014

Meeting time: 9:30 a.m.

Virginia Tourism Corporation, 901 E Byrd St, West Tower, 18th Floor
Richmond, VA 23219

1. Introduction

Rick Burgess served as Chair in place of Ray Khoury or Vanloan Nguyen. Rick opened the meeting and all attendees introduced themselves while a sign-in sheet was distributed.

Committee Members Present

Elliot Moore	Federal Highway Administration (FHWA)
Brad Copenhaver	Virginia Agribusiness Council
Michael O'Connor	Virginia Petroleum, Convenience, and Grocers Association
Kristian Havard	Virginia Hospital and Travel Association (VHTA)

VDOT Support Staff

Rick Burgess	VDOT – Traffic Engineering Division
Sean Becker	VDOT – Traffic Engineering Division
Anne Margaret White	VDOT – Traffic Engineering Division

Virginia Logos Staff

Bill Jones	Virginia Logos – Regional Manager
Jason Newcomb	Virginia Logos – General Manager
Todd Pitcher	Virginia Logos
Chip Dicks	Future Law, LLC

Committee Members Not in Attendance

Ray Khoury	VDOT – Traffic Engineering Division
Martha Mitchell	American Automobile Association (AAA)
Roger Cole	National Association of Truck Stop Operators (NATSO)
	Virginia Association of Counties
Val Guffy	Virginia Tourism Corporation (VTC)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia

2. Previous Meeting Minutes: November 13, 2013

Copies of the minutes were distributed and accepted

3. Integrated Directional Signing Program

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

- Jason Newcomb distributed a handout outlining the status of each program in the IDSP, mainly the activity in the program as of May 14, 2014.
 - Rick Burgess asked about the number of outstanding IDSP contracts. Jason Newcomb responded that there are about 500 outstanding contracts.
- b. 2014 General Assembly IDSP Legislation
- The bill was distributed and Rick reviewed the findings of the report. The conclusion of the report was that the financial responsibilities of the SGS program should remain with the requesting entities. It was also determined that Virginia Logos' fees and costs were reasonable and changes to the fee structure were not needed.
 - Mike O'Connor asked whether the SGS program was running a deficit that was funded by other programs. Rick explained that the SGS program had additional value in attracting visitors to commercial Logo locations. Also, additional costs were incurred through QA/QC, Construction Inspections, sign consolidation/safety improvement projects, and administrative costs.
- c. Wine Region Gateway Signs (not IDSP)
- The list of Phase 2 signs was distributed. All have been installed except for the Southern Virginia Wine Region signs that are to be unveiled.

4. Open Discussion

- Chip Dicks asked if any items in the upcoming VDOT budget would be affected if state budget was not adopted. Rick responded that since the IDSP is self-funded, the program would not be affected.
- Mike O'Connor requested a brief overview of the financial information from the last meeting. He was referred to the minutes from the last meeting. The report from the last meeting showed 5.5% revenue over expenses.
- Mike noted that part of the \$1 million "shortage" was funded by the IDSP program with Logo signs supplementing the SGS program. Rick responded by pointing out that all SGS customers pay for the fabrication, installation, and maintenance of their signs. For-profit entities pay annual fees and non-profits do not. Jason noted that for certain scenarios on interstate interchanges, a SGS sign could actually have higher annual fees than a Logo sign.

5. Next Meeting Agenda Items

None

6. Next Meetings

The next meeting has been scheduled for November 12, 2014.

7. Adjourn