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Integrated Directional Signing Program

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Statewide Directional Sign Advisory Committee Meeting Minutes

February 3, 2004 Time: 9:30 a.m.
Virginia Tourism Corporation
901 East Byrd Street, West Tower 19th Floor
Richmond, Virginia 23219

Opening Remarks/Introduction/Attendance

Ray Khoury opened the meeting, welcomed everyone, and introduced himself as the Chairman of the Committee. Attendees introduced themselves and the organization they represented. The following were in attendance:

Ray Khoury, VDOT Mobility Management - Chair
Bobbie Bass, Virginia Tourism Corporation
Ralph Earnhardt Virginia Tourism Corporation
John Shenal, American Association of Retired Persons
Samuel E. Hamilton, Virginia Agribusiness Council
Martha C. Kapitanov, Federal Highway Administration

The following members were unable to attend:

Dale Bennett, Virginia Truck Association
Michael O'Connor, Virginia Petroleum, Convenience and Grocers Association
David Blount, Virginia Municipal League
J. P. Eck, National Association of Truck Stop Operators
Martha Mitchell, American Automobile Association
Dick Ives, North Carolina Department of Transportation
Lawrence J. Land, Virginia Association of Counties
Richard McDonnell, Virginia Hospitality and Travel Association

VDOT Support Staff

Phil Hopkins, Mauris Mackenzie, Joy Shepherd, and Byron Marshall, VDOT Mobility Management; and Donna Purcell Mayes, VDOT Public Affairs

Virginia Logos Inc. Staff

Everett Stewart, Interstate Logos, Inc.; Floyd Williams Interstate Logos, Inc.; John Spacek, Virginia Logos, Inc.; Jason Newcomb Virginia Logos, Inc.; Mary Clare Mitchell, Virginia Logos, Inc.; Brian Patterson, Virginia Logos, Inc.

Other attendees

Dennis Prescott, Outback Steakhouse; Bud Oakey and Gray

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Advisory Committee

Role - The committee discussed its roles and functions towards its stakeholders. The committee will function as a broad group in which its members will represent the interests and concerns of their stakeholders.

Membership - The membership will stay as presented for the time being, however consideration will be given to adding any other organizations that do not have their interests represented. It was noted that Virginia Camping Association is not affiliated with VHTA and should be added. The Committee may need to have representation for colleges/universities. Donna Mayes, VDOT Public Affairs, will explore appropriate representation for Colleges/Universities.

Virginia Agribusiness may ask Virginia Tourism Corporation to represent them. Johnny Shenal, AARP, noted the importance of keeping the committee to a manageable size. It was agreed upon that all members should send a substitute if they cannot attend a committee meeting.

Subcommittees - The committee decided that subcommittees will not be needed at this time but could be established if necessary.

Meeting Schedule/Agenda/Announcements - The committee agreed to meet monthly on the first Tuesday at 9:30 a.m. at the Virginia Tourism Corporation. If VTC facilities are not available an alternate location will be selected and the committee will be notified. Committee Meetings will be open to the public. Discussions will be limited to committee members, invited guests, VDOT and VLI Staff. The committee expressed a desire to have information posted on the VDOT web site, Virginia Tourism Corp web site and the Commonwealth Calendar. Both VDOT and VTC to investigate.

Integrated Directional Sign Programs (IDSP)

Purpose - Ray Khoury reiterated the vision and goals of the IDSP. He indicated that the overall goal is to streamline the signing program. The vision is a One Stop Shop including the TODS, Logo and Supplemental Signing Programs. Mr. Floyd Williams of Virginia Logos Inc. gave a presentation of the four categories of the IDSP to the committee. The components of the briefing included: Specific Service (LOGO) signing, Tourist Oriented Directional Signing (TODS), Supplemental Guide Signs and General Motorist Service Signs.

Administration/ Process /Time Frames - The IDSP contract was signed in January 2004. VLI and VDOT will meet to refine the process and timeframe to complete criteria and fee development. This will be presented to the committee at the next meeting.

Public Involvement - VDOT Public Affairs Division will work with VLI to develop a comprehensive public involvement process for the IDSP. Mr. Ralph Earnhardt of VTC asked VDOT to present the IDSP at the Governor's Conference on Tourism, April 25-27, in Roanoke, Virginia. VDOT will set up a booth and will hold breakout sessions to answer questions.

Issues: CTB Adoption, Criteria, Fees, Bumping, Legislation, MUTCD Compliance - All elements of the IDSP programs will be evaluated. An initial set of IDSP criteria, based upon existing program criteria and VDOT/VLI knowledge and experience, will be generated and presented to the public for comment.

Discussions/Questions/Answers

Committee members were given three publications for review:

- "An Assessment Of Motorists' Perceptions Of Food Logo Signs", 1999. Technical Assistance Report. Charlottesville: Virginia Transportation Research Council.
- "2000 Logo Program Survey", 2000. Interstate Logos, Inc.
- "Final Report Of The 2001 Task Force On Travel Service Signing Program (LOGO)", 2001. Virginia Department of Transportation.

Next Meeting

The next meeting will be Tuesday, March 2, 2004, 9:30 a.m. at the Virginia Tourism Corporation. The timeline for implementing the IDSP will be presented to the committee.

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