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**MINUTES
OF
VIRGINIA STATEWIDE DIRECTIONAL
SIGNING ADVISORY COMMITTEE MEETING**

Date: May 4, 2004

Time: 9:30 a.m.

Place: Virginia Tourism Corporation
901 East Byrd Street, West Tower 19th Floor
Richmond Virginia 23219

INTRODUCTIONS

Mauris Mackenzie opened the meeting and welcomed everyone. Mauris recognized Ms. Alisa Bailey, Director of Tourism, and Mr. Thomas Jennings of the Federal Highway Administration. The following were in attendance:

Committee Members

- Ray Khoury, P.E. VDOT Mobility Management – Chair
- Ralph Earnhardt, Virginia Tourism Corporation
- John Shenal, American Association of Retired Persons
- Donna Pugh Johnson, Virginia Agribusiness Council
- Michael O'Connor, Virginia Petroleum, Convenience and Grocers Association
- Richard McDonnell, Virginia Hospitality and Travel Association
- Trice L. Craddock, North Carolina DOT

VDOT Support Staff

- Byron Marshall, VDOT Mobility Management
- Mauris Mackenzie, P.E. VDOT Mobility Management
- Joy Shepherd, VDOT Mobility Management
- Jeff Hores, VDOT Fredericksburg District
- Donna Purcell Mayes, VDOT Public Affairs

Virginia Logos Inc. Staff

- Floyd Williams, Interstate Logos, Inc.
- John Spacek, Virginia Logos, Inc.
- Jason Newcomb, Virginia Logos, Inc.
- Chip Dicks, Virginia Logos, Inc.

Other attendees

- James Carr, Office of the Secretary of Transportation
- Dennis Prescott, Outback Steakhouse
- Chris Jankowski, Outback Steakhouse
- Daniel "Bud" Oakey, Advantus Strategies/Cracker Barrel
- Lisa Bates, CMD Prime Outlets at Williamsburg
- Neal J. Barber, VEDP
- Thomas Jennings, FHWA
- Alisa Bailey, VTC
- Bobbie Bass, VTC

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The following members where unable to attend:

Dale Bennett, Virginia Truck Association
Mike Edwards, Virginia Municipal League
J. P. Eck, National Association of Truck Stop Operators
Lawrence J. Land, Virginia Association of Counties
Martha Mitchell, American Automobile Association

ADVISORY COMMITTEE MEETINGS

Mauris Mackenzie reiterated the purpose, goals and vision of the IDSP committee.

PREVIOUS MEETING MINUTES

The April minutes were approved.

STATUS OF IDSP SCHEDULE

Mauris distributed the current Integrated Directional Signing Program Schedule and reminded members that it would be updated monthly as needed. Mauris informed the committee that an executive decision had been made to bring the proposed fees and criteria before the CTB in July for a vote. Committee members were reminded that four Public Hearings would be held the last two weeks in May.

PUBLIC INVOLVEMENT PROCESS FOR IDSP

a. Governor's Conference on Tourism

Mauris presented a brief overview of VDOT's participation in the Governor's Conference on Travel and Tourism, which was held in April. He discussed the morning and afternoon presentations and read members the questions that were received during the conference. The presentations as well as the exhibit booth were well received by conference attendees. Many attendees questions centered on the dissemination of information regarding the IDSP and the public meetings. Mauris suggested that committee members be more proactive in getting the word out to their stakeholders.

Richard McDonnell stated that VDOT did a great job presenting the IDSP at the conference. Alisa Bailey distributed copies of a Memorandum Of Understanding between the Secretary of Transportation and the Secretary of Commerce and Trade dated April 25, 2004. In this Memorandum of Understanding VDOT and VTC agree to work together cooperatively on areas of mutual interest to the tourism industry.

Donna Mayes detailed the specific dates and times of the four public May meetings noting that a presentation will be given each evening at all four meeting locations. She told members the meetings would be an Open Forum Concept, which is where the public can come into the meetings anytime and give comments in any format. She also told members that a letter would be mailed out to each logo participant regarding the IDSP changes and meeting dates for the hearings. She informed members she planned to send out another news release about the meetings within the next week.

Bud Oakey stated he would like to see a Professional Survey conducted to provide more data on what information the traveling public wants. After some discussion among members it was decided a subcommittee should be formed to discuss the details and issues regarding a survey. Mauris suggested that VDOT would like representation from the Research Council. Alisa Bailey said her organization would be willing to help.

Ray Khoury informed the members that VDOT had requested permission from FHWA to conduct an experimental project for Full Serve Food businesses. An 18-month time frame has been requested for this pilot. Tom Jennings stated FHWA hoped to have a response to VDOT within 2-3 weeks.

PRESENTATIONS WITH DISCUSSIONS

a. IDSP Criteria Recommendations

Floyd Williams presented the draft criteria for the four programs and briefly explained the major changes to existing programs as well as suggested criteria for new programs. Chris Jankowski asked about the status of contracts lengths for Category II businesses. Ray Khoury said he would check into that and get back with the committee.

Lisa Bates wanted to know if shopping centers would qualify for signing. Mauris said we may want to consider signing for Regional Shopping Malls/Centers and would need assistance from VTC on this.

There was discussion about the omission of Gas, Food and Lodging from the TODS program. Richard McDonnell and Mike O'Connor expressed concern that these categories were excluded. Jim Carr said the Secretary of Transportation wanted to encourage more tourist related businesses to participate in this program. Ray Khoury added that the public meetings would provide an avenue for individuals to express their ideas and concerns regarding this program. Trice Craddock gave the committee an overview of North Carolina's state run signing programs and answered questions from committee members.

b. Bumping Policy

Floyd next presented the suggested Bumping Policy for the logo and TODS programs. Some discussion centered around where the point of measurement should be taken, either from the exit gore or center of the intersection. VDOT regulations require logo businesses be measured from the exit gore. Floyd indicated the new bumping policy, if adopted, would reduce the number of bumped businesses from 42 to 8 over the next 2 years, thereby eliminating 34 bumps. .

c. IDSP Fee Recommendations

Floyd presented a PowerPoint presentation on the program fees. Most members wanted an explanation as to why the fees for the logo program were doubling. Members want to be able to provide an adequate explanation to members of their organizations. Ray explained that the fees cover installation, repairs and administration for VLI and VDOT. The extra 1.5 to 2 millions dollars that will be generated will go to rest areas and welcome centers. VDOT thinks these services are worth the cost of the program. Ray promised members they would see the numbers broken down.

d. Dual Branding

Floyd next presented a brief power point presentation on dual branding. He defined dual branding as a single physical facility or building with businesses, which qualify under more than one service category and have participants on more than one logo board at an exit in the same direction of travel. There can be either 1) the same name and logo displayed under more than one service category or 2) separate name and different logos displayed under more than one service, but still in one building.

At interchanges where there is no space available and a waiting list exists for the space, only one interchange has a situation that falls under definition 1 and eighteen interchanges have situations that fall under definition 2 including five of the full service experimental program interchanges. However, it is important to note that in each of these situations, both services fully satisfy the criteria for participation.

OPEN DISCUSSION

a. Full Serve Food Pilot – MUTCD Experiment

As discussed earlier in the meeting, VDOT is awaiting a reply from FHWA to their request to experiment with a Full Serve Food Pilot program at 7 rural interstate exit locations.

b. Logos on Parkways

Mauris informed members that VDOT had received a request from a lodging business to install logos on the Powhite Parkway. VDOT wanted to present the request to the Committee for discussion. Richard stated logos should be erected wherever practical. Ray informed the committee that VDOT would investigate the feasibility of erecting logos on parkways and report back to the committee in June.

Mike asked if VDOT will put together a final report for the Commonwealth Transportation Board. Ray said the fees and criteria will be presented to the CTB for a vote in July. Mike asked if an addendum outlining any members' objections or concerns could also be presented to the Board. Mauris said that would be fine and asked Mike if he would agree to do this. Mike said he would be happy to.

NEXT MEETING AGENDA ITEMS

- Contract Lengths for Business Participation
- Discuss logos on Parkways

The committee members were given the following publications for review:

"Draft Travel Services (Logo) Signing and Tourist-Oriented Directional Sign (TODS) Bumping Policy", May 4, 2004. Virginia Department of Transportation.

"Draft IDSP Fee Structure", May 4, 2004, Virginia Department of Transportation.

"Draft Virginia Department of Transportation, Integrated Directional Signing Program Recommended Participation Criteria", May 4, 2004, Virginia Department of Transportation.

"New Fees and Criteria for Highway Signing Programs Public Comment Opportunity", VDOT Public Hearing Notice, Saturday, April 17, 2004, Times Dispatch.

"Memorandum of Understanding between Secretary of Commerce and Trade and Secretary of Transportation", dated April 25, 2004.

Virginia's New Integrated Directional Signing Program (IDSP) Public Comment Opportunities sheet.

"Letter to Ms. Regina S. McElroy, Director, FHWA, Office of Transportation Operations from Mr. Donald Askew, Deputy Commissioner", VDOT, with attachments – Full Serve Pilot dated April 22, 2004.

NEXT MEETING

The next IDSP meeting will be Tuesday, June 8, 2004, 9:30 a.m. at the Virginia Tourism Corporation.

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