

Virginia Statewide Directional Signing Advisory Committee

Meeting Minutes

November 6, 2019

Meeting time: 3:00 p.m.

Virginia Tourism Commission, One James Center
901 East Cary Street, Richmond VA 23219

1. Introductions

Rick Burgess served as Chair in place of Ray Khoury. Rick opened the meeting while a sign-in sheet was distributed to the attendees who introduced themselves and the organization they represent.

Committee Members Present:

Michael O'Connor Virginia Petroleum and Convenience Marketers Association (VPCMA)

Committee Members Not In Attendance:

Ray Khoury	VDOT Traffic Engineering Division
Shepherd Cronemeyer	Virginia Agribusiness Council
Kristan Havard	Virginia Hospitality and Travel Association (VHTA)
Martha Mitchell Meade	American Automobile Association (AAA)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia
Val Guffy	Virginia Tourism Corporation (VTC)
Karen King	Federal Highway Administration (FHWA)

VDOT Support Staff:

Rick Burgess	VDOT – Traffic Engineering Division
Dee Audet	VDOT – Traffic Engineering Division
Al Bryan	VDOT – Traffic Engineering Division
Lewis Bridgforth III	VDOT – Traffic Engineering Division
E. Scott Moore	Office of the Attorney General
William “Brice” Fiske	Office of the Attorney General

Virginia Logos Staff:

Bill Jones	Interstate Logos – Regional Manager
Jason Newcomb	Virginia Logos – General Manager
Chip Dicks	Gentry Locke Attorneys

Guest:

None

2. Previous Meeting Minutes: May 9th, 2019

Copies of the previous meeting's minutes were distributed for review and discussion. The minutes were accepted as written. Chip Dicks shared that Kristan Havard is no longer in the role with Virginia Hospitality and Travel Association (VHTA). Her replacement is Robert B. "Bob" Melvin at Virginia's Restaurant, Lodging and Travel Association.

Robert B. Melvin's email: Robert@VRLTA.org

The meeting minutes have been accepted with the changes submitted.

3. IDSP

a. Status of Participation (Logo, TODS, Supplemental and GMSS)

Jason Newcomb of Virginia Logos distributed the SDSAC Update report dated November 6, 2019. Virginia Logos has had an uptick in applications in the last 45 days primarily for new Logo businesses. So far this year, Jason shared that renewals have been down because invoices were sent later than usual in late January 2019. He mentioned that TODS renewals are going well.

b. IDSP Annual Report on Revenue/Expenses FY19

Dee Audet reported that if our fees hold steady the carry forward will be 4.1% with revenue over expenses. For FY20, all of our reported categories are remaining steady very similar to the prior years. There are no safety improvement projects underway or anticipated to carry-over year-over-year. Rick may have a project in his program's budget, but that amount is significantly less. Rick concurred that he has \$25,000 earmarked for such activity. The FY19 Summary of Revenue Expenses report is standard and not indicative of anything out of the ordinary. The eastern district project is about to wrap up with construction complete on it. There is a slight delay on the funding transfer from the project back to VDOT.

Mike O'Connor inquired about the SGS Winery expenses and Rick and Dee explained that the grandfathered signs are maintained by VDOT IDSP due to a CTB approved ruling. Mike inquired about the FY20 Project Balance of Special Reserve Fund at the Fiscal Year End. Dee explained that the projected revenue minus projected expenses was a negative \$303,608, yet the special fund would still have a positive balance of \$284,913, or 4.1%. Rick mentioned that he typically tries to keep the balance between 5 – 6%.

c. Revised IDSP Participation Criteria: (Rick Burgess)

Rick distributed the revised IDSP Participation Criteria and there were no questions asked. Rick mentioned that the format may be revised in the future but the substance would remain the same.

d. Update on the Procurement of the IDSP Contract

Rick shared that the IFB has not been issued at this time. The department had a webinar earlier that companies were invited to attend. The current document is under review. There was a change in the Procurement law that required an additional review by the Department of General Services (DGS). The document should be advertised in the middle to late December. Mike O'Connor asked how Virginia Logos feels about the procurement coming out in December. He asked VDOT if the process will be any smoother than the last. Rick shared that VDOT has tried to draft the most comprehensive document possible that will

provide the best service to our IDSP customers.

Due to the elections and the change of Virginia's Republican run House and Senate to a Democratic House and Senate, Chip Dicks stated that there would be significant leadership change in the House. Twenty-three years ago the Republicans moved the Democrats out of the legislative session. Some of the Republicans will get bumped and the committee appointments are on the 2nd Friday in January. Committee appointments will have multiple changes, there will be 3,000 pieces of legislation that will be addressed in the first 3 weeks of January. No one knows how the flow will go this time. National Cemeteries wanted a budget amendment in the General Assembly that came through. There aren't any pressing IDSP issues that Chip Dicks is aware of. Pre-filing deadlines is the first day of the General Assembly and the 3rd Friday in January is the last date of any non-pre-filed bills. Chip made us aware that the majority of the members of the General Assembly are not employed by other companies.

4. Open Discussion

Alleyn Harned, Virginia Clean Cities was not able to join us today to discuss Electric Vehicles and EV signing. Jason informed the audience about a recent request by a customer to have an EV sign erected, but the customer has not completed an application and the request was verbally declined Jason Newcomb.

5. Next Meeting Agenda Items

Rick asked the audience if there are any items for the next agenda. There were no agenda items mentioned.

6. Next Meetings (May 6, 2020 and November 4, 2020)

7. Adjourn