

# Statewide Directional Signing Advisory Committee Meeting Minutes May 16, 2012

Meeting Time: 9:30 am

Location: Virginia Tourism Corporation  
901 East Byrd Street, West Tower, Floor 19  
Richmond, VA 23219

## 1. Introduction

Ray Khoury opened the meeting and all attendees introduced themselves as a sign-in sheet was distributed.

### Committee Members Present

Ray Khoury	VDOT – Traffic Engineering Division
Martha Kapitanov	Federal Highway Administration (FHWA)
Katie Frazier	Virginia Agricultural Council
Michael O'Connor	Virginia Petroleum, Convenience, & Grocers Association

### VDOT Support Staff

Rick Burgess	VDOT – Traffic Engineering Division
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### Virginia Logos Staff

Bill Jones	Virginia Logos – Regional Manager
Jason Newcomb	Virginia Logos – General Manager
Patrick Bodsford	Virginia Logos – Assistant General Manager
Chip Dicks	Future Law, LLC

### Committee Members not in Attendance

Martha Mitchell	American Automobile Association (AAA)
Roger Cole	National Association of Truck Stop Operators (NATSO)
Larry Land	Virginia Association of Counties (VACO)
Kristian Havard	Virginia Hospitality and Travel Association (VHTA)
Val Guffy	Virginia Tourism Corporation (VTC)
Leighton Powell	Scenic Virginia

## 2. Previous Meeting Minutes: November 16, 2011

Copies of the minutes were distributed and accepted.

## 3. Integrated Directional Signing Program (IDSP)

SDSAC Update: A handout was distributed by Jason Newcomb. This report included information about activity since the November 16, 2011 SDSAC Meeting and the current status of each program under the IDSP. Mr. Khoury asked if the 185 pending Supplemental Guide Sign (SGS) requests made by 103 customers were going to move forward with their

requested signs. Mr. Newcomb indicated it is a case by case decision on the part of the requesting customers.

#### **4. General Assembly Update**

##### **a. HB1263 Presented by Delegate Danny Marshall**

- Rick stated he worked with Chip Dicks of Future Law and Joanne Maxwell from VDOT to get the language of this bill changed to an evaluation of the SGS Program processes and fees.
- VDOT is looking into using a 3<sup>rd</sup> party vendor to review the SGS Program and report back to VDOT and the General Assembly.
- The evaluation includes looking at possible savings to the requesting customers and investigating the possibility of VDOT taking the program in house.
- The report to the General Assembly Transportation Committees is due by February 1, 2014, but should be completed in the Fall of 2012.
- The On-Call Consultant and the Research Council are assisting on the report.
- Chip Dicks commented the General Assembly seems to be comfortable with the Logos and TODS Programs, but are concerned with the SGS Program. The Department of Conservation and Recreation also wanted the SGS Program to be reviewed.
- Mr. Dicks stated Delegate Marshall was concerned with the pricing for the SGS Program.
- The idea was to review the SGS Program and let Virginia Logos and VDOT review the possibility of VDOT paying for the maintenance of the signs.

##### **b. SB466, HB408, HB471, and SB398 – ABC Legislation**

- These bills all involved new legislation concerning outdoor advertising for alcohol related products and businesses.
- The IDSP is exempt from this legislation, which could have effected signage for wineries, breweries, and other businesses serving alcohol and participating in one of the Programs under the IDSP.

#### **5. Trail Signage Policy**

##### **a. VDOT has assigned Kimley-Horn and Associates the task of developing a policy for trails requiring signs in Virginia.**

- The 2009 MUTCD has some additional guidelines on trail policies and VDOT intends to incorporate those guidelines in their policy.
- The way the trail programs have occurred in the past is not what VDOT intends to do moving forward.
- Currently trails can only be established by General Assembly legislation or by acts of the Commonwealth Transportation Board (CTB).
- Other states will be contacted about their trail policies.

#### **6. Open Discussion - None**

#### **7. Next Meeting**

The next meeting has been scheduled for November 14, 2012.