

Statewide Directional Signing Advisory Committee
Meeting Minutes
November 13, 2013

Meeting Time: 9:30 am

Location: Virginia Tourist Corporation
901 East Byrd Street, West Tower, Floor 19
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)

VDOT Support Staff

Rick Burgess VDOT – Traffic Engineering Division

Dee Audet VDOT – Traffic Engineering Division

Sean Becker VDOT – Traffic Engineering Division

Virginia Logos Staff

Floyd Williams Virginia Logos – President

Bill Jones Virginia Logos – Regional Manager

Jason Newcomb Virginia Logos – General Manager

John Ran Smith Virginia Logos – Assistant General Manager

Barrie Bowers Future Law, LLC

Other Attendees

Katie Hellebush Alliance Ltd (Director of Virginia Wine Council)

Committee Members Not in Attendance

Ray Khoury VDOT – Traffic Engineering Division

Vanloan Nguyen VDOT – Traffic Engineering Division

Martha Mitchell American Automobile Association (AAA)

Roger Cole National Association of Truck Stop Operators (NATSO)

Katie Frazier Virginia Agribusiness Council

Larry Land Virginia Association of Counties

Kristian Havard Virginia Hospital and Travel Association (VHTA)

Michael O'Connor Virginia Petroleum, Convenience, and Grocers Association

Val Guffy Virginia Tourism Corporation (VTC)

Dale Bennett
Leighton Powell

Virginia Trucking Association (VTA)
Scenic Virginia

2. Previous Meeting Minutes: November 14, 2012

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 since May 1, 2013.
- Rick Burgess asked about the number of IDSP customers, Jason Newcomb responded that there are about 7,000 different businesses with about 10,000 structures and 10,000 contracts.

b. IDSP – DRAFT Annual Report of Revenue/Expenses FY13:

- Dee Audet presented the revenue report. The first page summarized revenue and expenses from FY06 to FY14 (projected). The document showed 5.5% revenue over expenses for FY13 and Dee reminded the group that the IDSP is limited to 10% revenue over expenses by legislative action. For FY14, revenue over expenses is projected at 3.4%.
- Page 2 showed detailed FY13 revenue and expenses. The bridge mounted sign project is due to an FHWA mandate- they have expressed concern for the failure of signs mounted on bridge parapets. Generally the IDSP covered only their signs but in one case we covered the expense of a non-IDSP sign through a regional contract. The IDSP tackled these projects through regional contracts in order to save money.
 - Rick Burgess pointed out the money spent on SGS Winery Maintenance for Katie Hellebush (~\$35k).
 - Rick Burgess discussed the QA/QC program which entails reviewing signs/structures and providing a report to VL for signs that need repair.
 - Dee Audet pointed out additional expenses incurred as a result of HB 1263 which required the IDSP to look into cost saving measures for the SGS program. As a result of this, the IDSP ramped up sign reviews. As a result of HB 1263, the IDSP permits SGS customers to utilize outside contractors if they obtain proper permitting and follow all regulations. However, the customer must still pay application fees and VL must oversee the process.
- Page 3 outlined projected FY14 revenue and expenses. The major projects for next fiscal year are \$175,000 for removal of bridge mounted signs and \$40,000 for safety improvement projects.
- Elliot Moore asked about FY14 expenditures for GMSS upgrades and why they are higher than FY13 expenses for that same category.

- Rick Burgess explained the upcoming GMSS Camping project and that the IDSP pays for all maintenance of GMSS. The IDSP originally paid for all costs associated with GMSS but it was changed to have the customer pay an initial fee with the IDSP paying for all maintenance thereafter.

4. Open Discussion

Rick Burgess thanked VL for their hard work and commented on the IDSP's flexibility with customers who wouldn't sign contract or were overdue on payment within the SGS Program.

- Katie Hellebush asked about the number of delinquent SGS customers.
 - Jason Newcomb indicated it is currently "in the 20s" and not all of these locations are wineries.

Rick Burgess updated the group on the status of the Wayfinding Program.

- Experiment and Pilot Status:
 - Historic Triangle Experiment- FHWA provided a report and comments that need to be addressed. IDSP is currently working with the region and will be contacting the Historic Triangle representatives thereafter.
 - Stafford County Pilot- finalizing construction plans
 - Fairfax County Pilot- placed gateway and some Wayfinding signs on 7 mile corridor along Route 1
 - Loudoun County Pilot- placed gateway signs but opted to move forward with an app instead of Wayfinding trailblazers.
 - Journey Through Hallowed Ground (JTHG) National Scenic Byway- Local Assistance Division received a Federal grant for this project in Pennsylvania, Maryland, and Virginia. Since this is a federally funded project, we have been working with FHWA and must comply with procurement, fabrication, design, and installation regulations.
- IDSP staff hope to complete Wayfinding Manual by January 2014 but it may be February or March before it is presented to the Commonwealth Transportation Board (CTB)

5. Next Meeting Agenda Items

None

6. Next Meetings

The next meetings have been scheduled for May 14, 2014 and November 12, 2014.

7. Adjourn