

Virginia
Statewide Directional Signing Advisory Committee
Meeting Minutes
November 3, 2010

Meeting Time: 9:30 am

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

1. Introduction

Van Nguyen opened the meeting and thanked everyone for coming. Everyone introduced themselves.

Committee Members Present

Michael O'Connor Virginia Petroleum, Convenience & Grocers Association

VDOT Support Staff

Vanloan Nguyen VDOT – Traffic Engineering Division
Rick Burgess VDOT – Traffic Engineering Division
Dee Audet VDOT – Traffic Engineering Division

Virginia Logos Staff

Bill Jones Regional Manager
Jason Newcomb General Manager
Paige Ellwanger Administrative Assistant

Other Attendees

Tom Jennings Federal Highway Administration
Sandra Hicks Virginia Tourism Corporation
Jim Barrett Future Law, LLC

Committee Members not in Attendance

Ray Khoury (Chairman) Virginia Department of Transportation
Martha Mitchell American Automobile Association
Josue Yambo Federal Highway Administration
Roger Cole National Association of Truck Stop Operators
Donna Pugh Johnson Virginia Agribusiness Council
Larry Land Virginia Association of Counties
Julia C. Hammond Virginia Hospitality and Travel Association
Bobbie Walker Virginia Tourism Corporation
Dale Bennett Virginia Trucking Association
Leighton Powell Scenic Virginia

2. Previous Meeting Minutes: November 18, 2009

Copies of the minutes were distributed and accepted as written.

3. Integrated Directional Signing Program (IDSP)

- a) SDSAC Update: Handout was distributed and Jason Newcomb went over the report that shows activity over the year. The report gave the status of each program and showed a chart of maintenance completed. The format of the report was revised from previous ones which now is more inclusive.

Rick Burgess commented that customers find the program to be a true value and overall hears very positive comments. The program is continuing to be successful.

- b) IDSP Draft – VDOT: Dee Audet provided handouts of the Integrated Directional Signing Program Annual Report Draft. The report showed a summary of revenue and expenses from June 2005 through Current FY2011. The second page showed program revenues and an expenditures summary with an annual projection. The FY11 is projected to steadily maintain.

Jason Newcomb and Dee Audet commented on the strategies of changing the timing of invoices.

Rick Burgess stated that it may be possible in the future to lower fees.

Michael O'Connor questioned if the change in the billing cycle of February 1 is the correct date. Jason Newcomb confirmed the date and stated invoices will be sent out mid-December with a due date of February 1.

In response to an inquiry from Michael O'Connor, Rick Burgess commented that there is nothing under discussion at this time regarding IDSP being a fund generator for rest stops.

4. Open Discussion

- a) Ruitan National Headquarters: SGS does not have a sign program for a national headquarters. A business or organization headquarters does not qualify or meet the criteria for the SGS program. Currently, the Ruitan National Headquarters is for members only; however, one could enter the building and ask for a tour. Per Jason Newcomb, a recommendation was made to the Ruitan organization located in Dublin, Virginia, to open a museum. The Ruitan's could then participate in the logo program under the "Attractions" category. Outdoor advertising has been mentioned as a suggestion to the Ruitans. A discussion ensued and all agreed that at this time, the SGS program is not suitable for a business or organization headquarters.
- b) Hospitals: Rick Burgess passed out an updated briefing on hospital signage

under the IDSP. The brief was put together as a response concerning the possible exception to the hospital signing policy of the CTB. VDOT reviewed the signage options for hospitals and now have a new design. The new signs provide better guidance and motorists are able to make a more informed decision. The new signs will be installed as the old signs need to be replaced.

- c) Wineries: Question was raised if a program should be expanded for wineries. Currently, wineries can participate in the TODS program and/or the Logo program under the “Attractions” category. Some wineries want to also participate in the SGS program. The concern mentioned was that one industry could dominate the sign program. Another concern, voiced by Jason Newcomb, was that not all wineries can afford the signs they want.

The consensus of the group was Virginia Logos has the type of signs necessary to meet the needs of the wineries with the TODS program. Currently, there are around 200 wineries in Virginia and is a growing industry providing jobs and commerce. Sandra Hicks commented that this issue, at one point, may come to legislation.

Michael O’Connor suggested having representation from both the hospital and the winery industries attend the next SDSAC meeting to state their case as to why they should have “free” signs, while other commercial entities must pay annual fees.

5. Next Meetings

Scheduled for May 4, 2011 and November 2, 2011 and dates are on VDOT’s calendar.

6. Questions/Comments

Van Nguyen stated that VDOT will adopt the 2009 MUTCD in May of 2011.

7. Meeting was adjourned