

Virginia Statewide Directional Signing Advisory Committee

Meeting Minutes

May 9, 2019

Meeting time: 9:30 a.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:

Noelle Baker	Virginia Tourism Corporation (VTC)
Karen King	Federal Highway Administration (FHWA)

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)
Michael O'Connor	Virginia Petroleum, Convenience, and Grocers Association (VPCGA)
Leighton Powell	Scenic Virginia

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
Greg Habeeb	Gentry Locke Attorneys

Guest:

Val Guffy	Virginia Tourism Corporation (VTC)
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2. Previous Meeting Minutes: November 7, 2018

Copies of the previous meeting's minutes were distributed for review and discussion. The minutes were accepted as written.

3. IDSP

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

Jason Newcomb of Virginia Logos distributed the SDSAC Update report dated May 9, 2019. Jason introduced Greg Habeeb as Virginia Logos' lawyer from Gentry Locke and explained that the firm replaces Future Law. Jason explained that Virginia Logos has collected a majority of the fees from the Logo participants and that there is less than 10% remaining to be collected. The customers have received the transferrable contracts and the majority returned the signed contract with their payment. Jason shared that before the end of May, payment issues will be mailed to non-paying customers and this will affect the marginal growth anticipated on the Logo program. Additionally, he stated that the transferrable TODS contracts have been mailed out. The TODS contracts account for one-fifth of the number of contracts when compared with the Logo program.

b. Update on the EV Station Participation: (Rick Burgess)

Virginia Logos reported that no requests have been received for EV sub messaging or GMSS. Rick mentioned that Tesla was considering expanding their operations, but the IDSP could not sign for their stations because they are proprietary to Tesla only. Rick asked Karen King of FHWA if there was any movement by the EV industry for obtaining FHWA approval for sub-messages associated with Food / Lodging establishment. Karen is not aware of anything in that regard, but will look into it prior to the next meeting. Rick requested that Jason inform him of any related matter about EV.

c. Update on Current IDSP Contract Procurement: (Rick Burgess)

Rick stated that in the last Statewide Directional Signing Advisory Committee Meeting in November of last year that he had reported that the Notice of Intent to Award for the IDSP RFP had been issued. That Notice of Intent to Award has been rescinded and the procurement cancelled due to circumstances beyond control. VDOT has made a decision to conduct a third procurement on the IDSP contract. Currently, VDOT is working on the third procurement of the IDSP contract that will provide improvements and innovation to our current IDSP program. VDOT's priority is to provide our IDSP customers with the best program possible while maintaining a cost effective program under our current fee structure. The IDSP will continue to be a Customer focused program. Virginia Logos was provided a five month contract extension that will end on June 30, 2019, with an additional extension to be considered. Regardless of the circumstances, our IDSP customers will continue to be our first consideration. Val Guffy inquired about the next procurement and anticipated dates of award. She mentioned that she would continue to ask her customers to contact Virginia Logos.

4. Open Discussion

Rick, speaking to Marie Henderson from the Department of Tourism, indicated that park sign improvements for DCR and DGIF were ongoing and that an increase in park visitation had been reported due to the increased visibility of the new signing.

5. Next Meeting Agenda Items

Rick suggested that he would invite Allyen Harned to provide an update on EV at the November meeting. Budget update, status of programs, and IDSP Contract procurement are topics for the next meeting.

6. **Next Meetings** (November 6, 2019 and May 6, 2020)

7. **Adjourn**