



Integrated Directional Signing Program

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MINUTES OF VIRGINIA STATEWIDE DIRECTIONAL SIGNING ADVISORY COMMITTEE MEETING

Date: March 2, 2004

Time: 9:30 a.m.

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

OPENING REMARKS/INTRODUCTIONS/ATTENDANCE

Ray Khoury opened the meeting, welcomed everyone, and introduced himself as the Chairman of the Committee. Ray reiterated the vision and goals of the IDSP. He indicated that the overall goal is to streamline the signing program. The vision is a One Stop Shop including the TODS, Logo and Supplemental Signing Programs. Attendees introduced themselves and the organization they represented. The following were in attendance:

- Michael O'Connor Virginia Petroleum, Convenience and Grocers Association
- Ralph Earnhardt Virginia Tourism Corporation
- Richard McDonnell Virginia Hospitality and Travel Association
- John Shenal American Association of Retired Persons
- Samuel E. Hamilton Virginia Agribusiness Council
- Ray Khoury, P.E. VDOT Mobility Management - Chair

Support Staff

- Phil Hopkins, P.E. VDOT Mobility Management
- Mauris Mackenzie, P.E. VDOT Mobility Management
- Joy Shepherd VDOT Mobility Management
- Byron Marshall VDOT Mobility Management
- Stephen Brich VDOT Mobility Management
- Jeff Hores VDOT Mobility Management
- Donna Purcell Mayes VDOT Public Affairs

Virginia Logos Inc. Staff

- Everett Stewart Interstate Logos, Inc.
- Floyd Williams Interstate Logos, Inc.
- Jason Newcomb Virginia Logos, Inc.
- Mary Clare Mitchell Virginia Logos, Inc.
- Chip Dicks Virginia Logos, Inc.

Other attendees

- Dennis Prescott Outback Steakhouse
- Chris Jankowski Outback Steakhouse

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The following members where unable to attend:

Bobbie Bass Virginia Tourism Corporation
Martha C. Kapitanov FHWA
Dale Bennett Virginia Truck Association
David Blount* Virginia Municipal League
J. P. Eck National Association of Truck Stop Operators
Martha Mitchell American Automobile Association
Dick Ives North Carolina DOT
Lawrence J. Land Virginia Association of Counties

* Replaced by Mike Edwards

ADVISORY COMMITTEE

Membership - Sam Hamilton, representing the Virginia Agribusiness Council, was added to the committee. The State Council Of Higher Education For Virginia was contacted in reference to representation for colleges/universities however a representative has not been named. It was noted that VHTA would represent only VHTA member Virginia Campgrounds.

Phil Hopkins, VDOT Mobility Management Division, emphasized that all committee meetings will be open to the public.

MEETING MINUTES

The minutes from the previous meeting were accepted without changes or additions. The minutes from all previous and future meetings will be posted on the VDOT IDSP website. IDSP minutes will be in the form of notes.

INTEGRATED DIRECTIONAL SIGNING PROGRAM SCHEDULE

Phil Hopkins went over each of the activities listed on the IDSP schedule. Key dates included a presentation to the CTB at a workshop on March 17, findings to the CTB on July 14, and CTB adoption by September 2004. VLI white paper development and CTB products and presentation dates were highlighted. He emphasized that the schedule would be updated monthly as required to keep the committee informed.

PUBLIC INVOLVEMENT PROCESS

Donna Mayes, VDOT Public Affairs Division, gave an online presentation of the IDSP website. She discussed the importance of the Public Involvement process. The key elements of this process were: The IDSP website, the work of the IDSP committee and the regional stakeholder meetings. She distributed to the committee the following: Handout listing IDSP Public Involvement opportunities, hard copy of the VDOT IDSP website, hard copy of on-line public comment sheet, and a draft brochure for IDSP. VTC agreed to investigate establishing links between their website and the VDOT IDSP site. VDOT agreed to investigate posting committee presentations on the newly established website. The IDSP website is located at: www.VirginiaDOT.org/guidesigns

PRESENTATIONS WITH DISCUSSIONS

a. Phil Hopkins went over the Manual on Uniform Traffic Control Devices, MUTCD and the implications to the development of the IDSP. He placed emphasis on the difference between standards and guidance as defined by the manual. He also discussed three additional handouts:

1) Letter to Mr. Bill Deyo, dated November 17, 1999, "Overflow logos for one category (e.g. 7th food panel) could not be placed on another motherboard".

2) FHWA memorandum dated December 19, 1996, "Erection of Billboards on the Right-of-Way of an Interstate Highway by a State".

3) FHWA memorandum dated October 22, 1998, Revision to sections 2G-5.7 limiting the number of days open in the criteria to a maximum of 6 days.

Mike O'Connor, VPCGA representative, asked if there was any correspondence that contradicted the FHWA Florida memorandum. FHWA representative, Martha Kapitanov, who was not present will address at the next meeting. VDOT indicated the need to follow section 1A.10 "Interpretations, Experimentations, and Changes" of the 2000 MUTCD.

b. Floyd Williams of Virginia Logos Inc. gave a Power Point presentation on Travel Services (LOGO) signing to the committee. The briefing lead to open discussion regarding the food criteria, specifically the current food categories. Floyd discussed the development of the draft white papers as outlined in the IDSP schedule. Phil Hopkins answered questions about the nature of the white papers and told the committee that their purpose was to give the committee a starting point from which to facilitate topic discussions. Richard McDonnell, Virginia Hospitality and Travel Association (VHTA) preferred to discuss the white paper topics as a committee prior to drafting any of the papers. He also raised the issue of how to best address co-branding/multiple businesses on the program. Phil Hopkins asked if changes or revisions needed to be made to the existing Camping, Lodging or Gas criteria. It was the consensus of the committee that no changes or additions were required of these services. Ray Khoury told the committee that criteria would be developed to handle excess capacity on the program. The committee agreed to the development of a food subcommittee composed of VHTA, VTC and VDOT. The purpose of the food subcommittee is to better define the needs of the consumer and the businesses as they relate to the LOGO food criteria. The subcommittee will meet on March 10, 2004 at 9:30 am in the VDOT central office Annex building. Phil Hopkins asked if the committee had knowledge of any businesses that were not in compliance with the current program criteria. There was no response.

c. Mr. Floyd Williams of Virginia Logos Inc. gave an additional Power Point presentation, on Tourist Oriented Directional Signing (TODS). The briefing lead to open discussion regarding whether or not food and or gas businesses should be considered under TODS. VLI agreed to provide additional information at the next IDSP meeting. VHTA inquired about TODS timeframe. Ray Khoury reminded everyone that the success of criteria development was dependent on the committee and that he was committed to delivering the program by September 2004. Ralph Earnhardt, Virginia Tourism Corporation (VTC) informed the committee that they have been receiving letters from entities requesting waivers from existing Supplemental signing criteria. VDOT stated that it did not feel it was appropriate to make exceptions prior to the outcome of the committee's recommendations.

OPEN DISCUSSION

Michael O'Connor, Virginia Petroleum, Convenience and Grocers Association, expressed his concerns over the validity of the committee's ability to accomplish its mission if some stakeholders within the process continue to utilize the legislative process to meet the needs of their interests.

NEXT MEETING AGENDA ITEMS

No additional agenda items were requested. The committee members were given the following publications for review:

"Manual On Uniform Traffic Control Devices (MUTCD) ", December 2000. Millennium Edition with VDOT definition page: Federal Highway Administration. Section 2F, pages 1 thru 10.

"Manual On Uniform Traffic Control Devices (MUTCD)", December 2003. Handout of the 2003 Edition: Federal Highway Administration. Sections 2G -2I.

"Legal Opinion on the Erection of Billboards on the Right-of-Way of an Interstate Highway by a State" December 19, 1996. Federal Highway Administration.

"Memorandum on Manual On Uniform Traffic Control Devices (MUTCD) - Revision to Sections 2G-5.7", October 22, 1998. Federal Highway Administration.

"Letter to Mr. Bill Deyo, Florida State Highway Engineer, from Mr. E. St. John, FHWA Division Office", November 17, 1999. Florida Division Office, Federal Highway Administration.

"Integrated Directional Signing Program Schedule ", March 2, 2004. Virginia Department of Transportation.

"Specific Service (LOGO) Signing Criteria For Participation", March 3, 2004. Interstate Logos, Inc.

"Tourist-Oriented Directional Signing Program (TODS) Operating Guidelines and Criteria For Participation", March 3, 2004. Interstate Logos, Inc.

"VDOT Integrated Directional Signing Program Brochure", Draft copy, March 3, 2004. Virginia Logos, Inc.

"Integrated Directional Signing Program Website", February 2004. Virginia Department of Transportation.

"Guidelines For The Installation of Supplemental Guide Signs on State Highways", 1993. Virginia Department of Transportation.

"Minimum State Criteria For Participation in the Virginia Travel Services (LOGO) Signing Program On Rural Interstate and Controlled/Limited Access Primary By-Pass Routes", 2001. Virginia Department of Transportation.

NEXT MEETING

The next IDSP meeting will be Tuesday, April 6, 2004, 9:30 a.m. at the Virginia Tourism Corporation.

The food LOGO subcommittee will meet on March 10, 2004 at 9:30 am in the VDOT central office Annex building.

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