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
- Vanloan Nguyen: VDOT – Traffic Engineering Division
- Rick Burgess: VDOT – Traffic Engineering Division
- Dee Audet: VDOT – Traffic Engineering Division
- Bill Jones: Regional Manager
- Jason Newcomb: General Manager
- Paige Ellwanger: Administrative Assistant

VDOT Support Staff

Virginia Logos Staff

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

Other Attendees

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**