

Juan de Fuca Scenic Byway Association Monday, October 24, 2011 at Joyce Family Kitchen

5:00 p.m. Board of Directors Meeting Agenda ... Minutes ... Treasurer's Report ...

Board Members Present: Sande Balch, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak, Bill Drath, Carolyn Flint. **Absent:** Greig Arnold, Alex Stevens, Bob Pensworth. **Also attending:** June Leise, member and Ed Spilker, WSDOT.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the September 26, 2011 meeting were approved. Diane/Margaret. There was no formal treasurer's report.

Introductions: June Leise and Ed Spilker were introduced to the board members.

Ed Spilker, WSDOT ... Ed thanked Michelle Little for the tour of the Elwha Dam removal viewing sites and the FY2011 grant project location and recognized the great story that is to be told here. He was glad WSDOT had recommended funding the grant application. He congratulated the Juan de Fuca Scenic Byway Association for being a strong organization and for being reliable to present good projects and having the reputation of delivering the best results for funded projects.

Ed is in the position of a technical assistant to work with the byways to be heard and and to be recognized by WSDOT. Federal funding is being held at a former funding level until reauthorization can be finalized. Ed feels that there will be funding but more likely to be in a different form ... formula funding to states to then fund larger umbrella areas that take in several programs, perhaps under a Livable Communities category. The program will need to change and evolve. States may need to take on the technical assistance once offered by the Resource Center. Projects may be submitted to the RTP/O who will prioritize all project applications (several programs, not just scenic byways) and place them in the Transportation Improvement Plan. The recommendations would be approved at the state/legislative level to be final. The possibility of rescinding funds should not apply to the FY2011 awards, but rather to older projects for which funds are as yet not obligated.

There will most likely be a call for projects in November for FY2012, but there is no guarantee that those projects can be funded at this time.

June Leise, Fundraiser Idea ... June suggested that we have white jackets with a message on them "Juan de Fuca STRAIT Jacket" and a smaller line below that said Washington State Route 112 and/or National Scenic Byway. It could also be a white hooded sweatshirt with a screen printed wrapped arms and laces, zipper in back. It definitely would make this a more livable community ☺

She also suggested that we work on the Painted Mailbox idea to get people to decorate their mailboxes along the full length of the byway as a fun thing to see as you travel. June would like to see the Great Strait Sale include the word "yard" or "garage" sale to make a clear statement as to what kind of event it actually is.

FY2008 Grant Update ... Michelle

Brochure ... Michelle reported that the Port Angeles visitor center and the Elwha Dam RV Park have had a large increase in the demand for the highway 112 brochure/map ... PA VIC using 3,000 to date. The brochure is being given out as a map for people to get to the Elwha Dam. This may just be a temporary spurt due to the interest in the dam removal. Our normal total distribution for a year is about 6-7,000. Michelle asked if we should restrict the distribution and find another map to use for just directions. Diane suggested we could print the web site pdf in quantity to be used for the map and local handouts and keep the brochure for a lure item to bring people from beyond the Olympic Peninsula. ONP also has a map of the full watershed but it was not produced in enough quantity. The web site pdf map/information could be enlarged and laminated to be used at the VIC counters for directions and provide some printed copies to hand out. It was decided we should not restrict the distribution of the brochures as people may keep them to explore further and or to return to the area and have Michelle explore the pdf use as well.

Kiosks ... Michelle reported that four of the kiosk panels are ready to go to print by next week. The Freshwater Bay structure looks very nice. The timbers are bigger than expected and Michelle asked about putting a brochure box on the sign. It was felt that since there is little to no supervision there it would be too open to vandalism.

Website ... Michelle met with Laurel to discuss some revisions to the web site as discussed previously. Michelle also came home with suggestions and reactions to the web site from the attendees at the NSB Marketing Boot Camp workshop she just attended in Duluth. They spent one full 10 hour day discussing each web site of the attending byways. Comments on our web site were as follows:

- \$5,000 cost is a very good bargain, some are \$40,000 or more
- Discussed the map on the home page and decided they liked it.
- Liked the water photo background
- Did not like the flow of the navigation tabs and suggested a different order for the tabs ... when asked, Laurel made the same changes without prompting.
- Pages should not be listed in more than one place (Business Directory)
- Did not like the tab "Business Directory" ... need to change the name to something else ... like "Services" or "Businesses"
- Under business categories only four are listed at a time which is frustrating ... need to show complete list and scroll to the end
- Define order of lists more clearly ... for example by mileposts from east to west
- Loved the pdf download map/info
- Interactive map idea is not working ... need to make changes (check out the Ohio and Erie Canal Way web site)
- Liked the "send a postcard"
- Really liked the "timeline"
- Need more photos
- Black bar needs to be taken out and replaced with something more productive

Budget /Timeline ... Michelle reported that the grant projects are within budget, but significantly behind schedule. Michelle is exploring options for an extension to allow time for the kiosks to be completed and installed in the early spring rather than during the

winter. She noted that if there are funds remaining, they must be applied to extension/expansions of existing projects within the grant rather than for new interpretive projects. We can include the history information on the website, but not produce a new booklet.

SR112 History ... Margaret and Carolyn

The team is exploring and researching information and photos through WSDOT, Clallam County Historical Society, newspaper archives and Clallam County meeting history. They have collected some maps from as early as 1916. They are consolidating the information into a database and a long three section map to store information. They have received several news articles from Karolyn Burdick when the Pysht community was really pushing for the road to be built. Joe noted that when this is organized for a booklet format it needs to be a "story" rather than just a list of facts and dates ... what social things influenced the development of the road?

FY2011 Grant Update ... Michelle

Michelle reported that the budget and work plan for the newest grant needs to be revised to reflect the project without the line items not funded (administrative) and to include payment to a "project manager". Michelle will follow through with this process in talking to Rich James at Clallam County and with help from Neal Campbell, Olympic Region Local Program Engineer at WSDOT.

Diane asked if those of us at the Elwha or passing by would keep track of the number of cars and/or people on the trail. The OPVB will move this event up higher on their promotion priority as it seems to be of great interest at this point.

Membership Packet/Cover Letter Changes ... Sande

It was agreed that if the cover letter follows the information agreed on for the membership matrix it should be fine without a long discussion or vote. Diane suggested that a different format than a Word document might make it easier and more interesting to read. She will forward a sample that might give us some ideas. Sande and Michelle will make the changes and begin work on the membership renewals and a membership drive.

Reports:

Great Strait Sale ... Sande submitted a written report at the September meeting. The event expenses (garage sale ads, copies) are about equal to the income (paid flier ads, some miscellaneous sales on behalf of byway). There should be enough signs to last at least one more year. We had great coverage in the PDN and Forks Forum this year at no cost to the event. And the Joyce General Store celebration on the same day added a lot of fun, interest, and people to the afternoon.

Joyce General Store 100th Anniversary ... Lots of people, lots of activity, lots of food and music. This was great fun. There were also motorcycle clubs and Sequim Dream Machine car club present.

National Scenic Byway Conference Report ... The written report was submitted in September. Michelle commented that the networking and meeting other byway people, especially those from Washington, helped her. Sande commented that she was impressed with Michelle's ability to get out and meet people. The positive attitudes of "Where do we go from here? How do we become even stronger?" were very energizing.

Elwha Dam Removal Kick-off Party ... The OPVB had a media center booth and had about 20 people stop in to see them.

Whale Trail ... Donna Sandstrom was at the Elwha River mouth with a booth representing the Whale Trail and had a lot of people come by. The Whale Trail has signs on every Washington State Ferry now as a partner and part of the Whale Trail. The Whale Trail did a stewardship training session recently and had 40 people in attendance.

Washington Curiosities ... Sande passed around a copy of the book by Harriet Baskas which features different and quirky things about Washington. Diane met Harriet on one of her FAM tours and referred her to different contacts to gather information about the Olympic Peninsula section.

Merrill and Ring 125th Anniversary ... There were at least 276 people who attended (although many couples signed in on one line so the count isn't complete yet). At least 500 anniversary books have been distributed so far. The weather was good, the food plentiful, and lots of celebrants. The event opened with speeches and recognition and Joe led a short tour later in the afternoon.

Tourism Summit ... The lunch count was 124 people. Bill and Carolyn attended to represent the byway at a sponsor booth with a new banner (cost of \$100) and brochures. The \$250 sponsor membership fee was a good investment for exposure at the booth and two attendees. There was a lot of interest in the byway information and several other areas asked to be on the distribution list for the brochures and/or to be added to the newsletter mailing list.

Carolyn was very impressed with the culinary loop energy and the strong networking. We need to find ways to include more of the farms, bee keepers, produce and eateries along SR112 in this group. We need to include coupons, seasonal packages on our web site etc. to draw people in.

And Carolyn reported that "There was a tsunami of technology revealed!" ... scans on signs, apps ("Get There" public transportation app), mobile devices, etc. We should consider adding a "rate this web site" to our site, taking the temperature of the web site. Maybe it could be linked to an entry to win something to encourage feedback.

Bill felt the networking and putting faces/names together was very helpful. The information on social media was a little too generalized to be of great help.

Marketing Boot Camp ... America's Byway Resource Center ... Duluth, Minnesota Michelle attended this workshop on a competitive scholarship. There were 15 byways present and presenters (one of the presenters developed the "I ♥ New York" and "Virginia for Lovers" brands). The theme was to market without money but using social media. There is a fear to enter this world, how to keep up, and the cost and time involved. But it can be planned and set up a year in advance and take advantage of smart phones, apps, mobile devices, etc. The demographic is not teens, but rather those in their 50's with money (if you can afford the devices you can afford to spend money while traveling). A good way to share information.

Upcoming ... Festival of Trees ... Thanksgiving Weekend

Next Meeting ... November 21st at Pysht Tree Farm Lodge

The meeting was adjourned at 7:20p.m.

Minutes submitted by Sande Balch, Secry.