# Juan de Fuca Scenic Byway Association Board of Directors Meeting/Annual Membership Meeting Minutes, January 26, 2009 at 6:00 p.m. Crescent School Library, Joyce

**Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Also present: Laurel Black of Laurel Black Design, County Commissioner Mike Doherty, Sasha Sicks Medlen of West End Consulting, and Bill Riley WSDOT.

The meetings were preceded by a time for the board and association members to socialize, enjoy appetizers, and look over the project and progress displays for the scenic byway. However, there were no community members in attendance.

#### **Board of Directors Meeting**

#### Agenda ... Minutes ... Treasurer's Report

The Board of Directors meeting was called to order by President Joe Murray at 6:15 p.m. . The agenda was approved. The minutes of the November 24, 2008 meeting were approved. (Alex/Bill). A treasurer's report for 2008 was given by Bill Drath and approved. (Diane/ Alex). The Board of Directors meeting was adjourned at 6:30 p.m. (Diane/Bill)

#### **Annual Membership Meeting**

Association Presentation ... SR112 Road Damage Report ... Board Member Election
The Annual Membership meeting was convened at 6:30 p.m. Joe Murray opened
with a slide show presentation highlighting scenic and historic areas on the Strait of Juan
de Fuca Byway while emphasizing the byway intrinsic qualities and the association
mission and structure.

Bill Riley showed photos of the SR112 road damage just west of mp 37. The area is still moving so it is too unstable at this time to do a full evaluation to determine the cause of the failure. Although the road is important to our community, it only serves 1000 (up to 2500 in summer) per day which is a small number in the state picture for priority. A decision will have to be made to fix the existing site or re-route the road to determine the length of time it will take to open the road again ... weather always being a unknown factor in project completion ... but it will most likely be at least early summer.

Alex Stevens, Vice President, presented the nominations for Board of Directors: Greig Arnold, Sande Balch, Bobbi Fuller, Sasha Medlen. The slate was accepted to serve a three year term on the Board of Directors. (Alex/Diane). These four members will join Joe Murray, Bill Drath, Diane Schostak, Margaret Owens and Alex Stevens to make up the 2009 Board of Directors for the Juan de Fuca Scenic Byway Association.

The Annual Membership meeting was adjourned at 6:50 p.m. (Alex/Diane).

Board of Directors Meeting ... Reconvened
Board Officers Election ... Meeting Dates ... Other Business and Announcements
The Board of Directors meeting reconvened at 6:50 p.m.

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Alex Stevens presented the slate of officers for vote: President – Joe Murray, Vice President – Alex Stevens, Treasurer – Bill Drath, Secretary – Sande Balch. The slate was accepted. (Alex/Diane)

A membership update showed that of the 63 current memberships, 25 have renewed and two have been dropped. Bill will mail reminders and Sande will continue to contact people for memberships and business directory information. It was suggested that we include an route across Joyce/Piedmont Road in the business directory to help the traveler until the road is open to through traffic and to encourage people to still come through the Joyce community and area destinations. It was also suggested that it might be time to make the rounds of the chambers/community councils/grange etc. again to update people on the byway projects and plans.

Diane reminded the association that the OPVB will be doing a mailing to 400 key contacts in the Seattle and Portland area including concierge contacts. The scenic byway brochure will be listed on the available information that can be requested for distribution. There will be no cost to the byway for this mailing, but any brochures requested by the distribution points will be mailed by our organization at our expense. This was approved.

Mike Doherty reported that the Elwha Bridge may be ready to open early summer. The Commissioners are seeking ideas for ideas for the Grand Opening Celebration ... horse/wagon, model T, scenic byway entry. February 4<sup>th</sup> Patti Murray's group will be doing a west end tour to talk to people about the marine sanctuary, maritime heritage, transportation ... other items of importance, notify Mike. Bus stops are being considered at Joyce and Snob Hill in Sekiu. Mike would like to see bands brought to Port Angeles area to be able to perform in Joyce/Clallam Bay-Sekiu/Neah Bay to get more music for the money ... "Gig Rig". Olympic Discovery Trail continues to make progress in connecting sections ... consideration is being given to camping facilities or using private campgrounds where available and building community "loops" for easier, shorter routes for families, etc.

The Board of Directors meeting was adjourned at 7:40 p.m. (Alex/Diane)

# Juan de Fuca Scenic Byway Association Board of Directors Meeting/Membership Information Meeting Minutes, March 2, 2009 at 4:00 p.m. (delayed one week due to meeting conflict) Sekiu Community Center

**Present:** Sande Balch, Bill Drath, Bobbi Fuller, Margaret Owens, Alex Stevens. Absent: Greig Arnold, Sasha Medlen, Joe Murray, Diane Schostak. Also attending: Lori Pena, Clallam County Park at Salt Creek.

#### **Board of Directors Meeting**

Agenda ... Minutes ... Treasurer's Report ... The Board of Directors meeting was called to order by Vice President Alex Stevens at 4:15 p.m. The agenda was approved. The minutes of the January 26, 2009 meeting were approved. (Bobbi/Margaret). Treasurer Bill Drath requested approval to pay the Clallam Bay Sekiu Chamber dues and the food bill from Sande for the community/member meetings in January and March. The chamber dues were approved to be paid automatically on an annual renewal basis. (Bobbi/Margaret). The food bill was approved to be paid up to \$50 at the November meeting so no further action was required and Bill was directed to pay the bill.

**New Board Director** ... **Term Clarification** ... Sande noted that the election of Sasha Medlen to the board made the rotation of board members uneven ... with a 3-2-4 grouping. Sande suggested that Sasha's board term be grouped with the two directors who have two years left 2009, 2010 making a rotation of three directors each year. This was accepted. Sasha's term will be two years through December 31, 2010.

**New Member Approval ... Membership renewals ... Membership Drive ... Directory** A new member application at the Associate level from Mike Doherty was accepted.

In 2008 there were 63 memberships. To date, 30 have renewed and one new membership is now added. This includes 3 sponsor memberships (one downgraded from a previous sponsor to community for 2009), 11 associate memberships (including two upgrades from community) and 17 community memberships (including one from sponsor).

Sande will continue to work on the membership renewals with a goal of getting as many as possible of the 2008 memberships to renew. New memberships need to be added to complete the business/services profile of the SR112 community.

Part of the problem is asking for membership fees and/or contacting business owners during the off-season ... business owners gone and/or no money available. But somehow we need to have this information in time to be able to distribute the directory in the spring for travel planning or at the latest at the beginning of the summer season. Perhaps doing our membership drive in September, before businesses have closed for the season, would help in this situation.

For the purpose of producing the business directory this year, it would be ideal to have the membership drive completed by the end of March and have the directory "in the works" in April before Sande is gone for nearly three weeks. If that is not possible, it will need to be to print by May 1<sup>st</sup> to have available by Memorial Day weekend.

There were no overall format changes suggested for the directory. Lori and Sande will check to see if the phone number for Salt Creek under lodging can be changed to the park number rather than the County Park Office number. Sande will check with Laurel Black on any recommended changes to the map. The print quantity will be added to

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the print date notation on the back. The color will be green this year as opposed to the current blue ... alternating to be able to tell one years production from the next.

It was also suggested that we check into the cost of the association joining the Sequim Chamber in order to be allowed to include the directory for distribution at the Sequim Visitor Center along with the brochures.

#### Photo Contest ... Professional Photo Requests ...

The article in the PDN resulted in a dozen phone calls for contest entry forms. Although no new photo entries have been received, it could be the majority will be submitting closer to the August 31<sup>st</sup> deadline. It was approved to send contest info to the local photo studios, photo processing centers, and schools (high schools and college clubs and classes).

The professional photographer proposals were reviewed. Proposals by Randall Tomaras and Randall Hodges were chosen as primary photo sources. Smaller projects and stock images will be considered from the others. Sande will notify and thank all the people who responded with information, assistance, sample photos and contract proposals ... making sure to tell them how awesome the response was to our "little" project.

It was approved to have Diane and Sande make decisions on a photographer and financial mix that will best benefit the byway project and contract with those people based on the following qualifications determined by the board (Bobbi/ Margaret):

- the funds be spread amongst several photographers, not just one photographer
- all of SR112 be photographed, showing everyday life not just tourist high points
- a wide variety of photos be taken, not just sunrise/sunset spectaculars
- photos will be reviewed by the board before final photo purchases are made
   The board will work on photo wish lists, local contacts for guiding photographers, and lodging ideas for the photographers.

**Upcoming Conferences** ... It was approved to send Sande to the National Scenic Byway Conference in Denver CO this August. (Bobbi/Margaret). The May 3-5 WSDOT workshop at Suquamish in May will be discussed at the next meeting concerning budget and impact on our byway to determine if the association will pay all/part/none of the cost for this workshop for the Pacific Coast Scenic Highway 101.

**Letters of Support Washington State Parks** ... Joe will be asked to write letters in support of keeping Bogochiel State Park open and to keep Bill Drath's position at Hoko open. (Bobbi/Margaret)

**Duck Derby** ... The kick off is April 17<sup>th</sup> with the derby on May 17<sup>th</sup>. Sande suggested we check on using the Joyce General (Bobbi, Sande, Alex, Margaret), Weel Road Deli (Joe, Bill, Sasha) (and Washburn's? if someone is willing to work a site in Neah Bay) as central sales sites for ducks in addition to individual sales. Lori will check into policy concerning selling tickets at the park. Sande will report in with the hospital foundation concerning ticket distribution.

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**Sekiu School Grant** ... The timing was not right with budgets, interim superintendent, and management issues concerning the school/community center to be able to meet the deadline for this grant cycle. A grant could be submitted for FY2010 funds if changes in 2009 will allow the grant application to go forward.

**Next Meeting ... March 23<sup>rd</sup> in Joyce ... 5:00 p.m. ...** The Family Kitchen is closed until April. Sande will confirm a different meeting location via email later.

Discussion items ...

Event: Duck Derby ticket sales

Event: Great Strait Sale date and committees

Action: May WSDOT workshop participation

Grant Project: photo wish list/community contacts/lodging Grant Project: website planning process and consultant

Grant Project: co-op print projects

(Both website and co-op print projects should be close to complete before the

summer break after our June meeting.)

**Adjournment ...** The meeting was adjourned at 6:00 p.m. (Bobbi/Margaret)

Minutes submitted by Sande Balch, Secretary

The board meeting was followed by a time for the board and association members to socialize, enjoy appetizers, and look over the project and progress displays for the scenic byway. There were three community members present ... Janet Woodward, Jason Williams and Ava Arsaga from Bullman Beach Resort.

Juan de Fuca Scenic Byway Association Board of Directors Meeting Minutes, March 23, 2009 at 5:00 p.m. Crescent School Library, Joyce

**Present:** Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray (came in at 5:45 and assumed meeting facilitation), Margaret Owens, Diane Schostak. Absent: Greig Arnold, Sasha Medlen, Alex Stevens. Also attending: Lori Pena, Clallam County Park at Salt Creek; Randall Tomaras, contracted photographer; and Mike Doherty, County Commissioner.

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... **Treasurer's Report** ... The Board of Directors meeting was called to order by Secretary Sande Balch at 5:20 p.m. with a quorum present. The agenda was approved with the addition of discussion concerning the WSDOT Strategic Plan. (Diane/Bobbi) The minutes of the March 2, 2009 meeting were approved. (Bobbi/Margaret)

**Introductions** ... Randall Tomaras, one of the photographers hired for the grant project photo library, was introduced to the board members.

#### Professional Photographer and Photo Wish List ...

Contracts for Randall Tomaras and Randall Hodges are complete and will be signed this week. Funds will also be available to purchase images from several other local photographers.

A worksheet for a "wish list" was distributed. The board is asked to fill in photo subjects and think about lodging, area point persons, photo hints before the next meeting.

An additional meeting with Randall to plan the five-day shoot will take place after the April meeting and before he is actually in the field.

#### Web Site Planning Process ...

The board decided it was preferable to extend our meeting time to include some work session time for web site planning rather than to have additional meetings. The first session will be at 4pm at the April 27 meeting. If we have internet connection access at the Sekiu Community Center, the meeting will be held there instead of Pysht. If not, we will look for a different location. The work session will be about 1½ hour long.

Sande will contract with a facilitator who is familiar with our area, knows the world of web site construction, and can speak to us in simple language with "show and tell" to help us understand the options available to us.

Prior to the meeting, the board will work on a worksheet to think through web site development questions ... goal/function, type of site, marketing, administration, funding, subjects, illustrations, extra features etc. The board was also asked to look at other byway web sites to find some they like and others they do not like.

Listing potential subjects to share with the visitor to the web site will help to identify the byway products we will want to market. The board is asked to identify their "top ten" items for content from the items listed.

**WSDOT Strategic Plan** ... Sande had filled in the easiest survey questions that dealt with grants and timeline for the byway. Sande will check with Steve Gray at Clallam County

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concerning whether or not the Corridor Management Plan for the Strait of Juan de Fuca Scenic Byway was adopted into the county Comprehensive Plan. The Board will work on the question concerning a 10-year and 20-year project plan with cost estimates.

**Great Strait Sale ...** It was decided that the 2<sup>nd</sup> Annual Great Strait Sale will be a one-day event held on September 12, 2009. (Bobbi/Margaret) A general chairman and community leaders will be set and further planning will take place in committee. Vicky Druge has volunteered to do the organization for the Neah Bay community.

**Duck Derby Sale** ... Sande and Bill (with Sasha) will check into setting up "duck tables" at the Joyce General Store and Weel Road Deli and request a larger packet of tickets. Joe, Bobbi, Alex and Margaret will receive their normal ticket allotments. Diane and Greig will not be sent tickets to sell. Lori cannot sell tickets at Salt Creek to guests.

**Conference Update** ... Sande has been given a place as a presenter at the National Scenic Byway Conference in Denver. The conference will waive her registration fee in exchange for presentation time. This should allow enough funds available in the budget to participate in the WSDOT workshop in May as well as the national conference.

Next Meeting ... Monday, April 27<sup>th</sup> ... work session on web site planning 4:00-5:30pm and board meeting 5:30-7:00pm or later. The agenda will include follow-up on the photo wish list, the WSDOT strategic plan for scenic byways, web site planning, and the Duck Derby. Potential co-op print projects will also be discussed.

#### Other Business and Announcements ...

The board was encouraged to read the scenic byway <u>Vistas</u> articles on "Byway Sustainability" and on "Volunteer Recruitment and Retention". Both are topics of concern for the Strait of Juan de Fuca Scenic Byway to keep it and byway organization viable.

The OPVB mailing to 400 chambers/visitor centers/tourism centers has resulted in 20 requests byway brochures for a total of 795 brochures mailed. Many were areas that have not requested brochures in the past.

<u>Northwest Travel Magazine</u> had a feature article, "Olympic Peninsula's Hidden Highway" (highway 112). The article was positive, well illustrated and even included a traffic alert to the temporary road closure.

The new two-lane Elwha Bridge is due to open late August. The byway association should be thinking of a way to participate in this special event.

The West Coast Governor's Agreement on Ocean Health and NOAA are offering an opportunity to six coastal communities to participate in Coastal Community Planning and Development training. The application deadline is April 10 and training will take place after July 2009. Mike Doherty will email information to Sande to forward to the board members.

Margaret has been in touch with Donna Sandstrom, Whale Trail contact, to attempt to set up a meeting to discuss cooperative work in including more Strait of Juan de Fuca whale view points in their materials. This is a potential co-op print project for the grant.

#### Adjournment ...

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

Minutes submitted by Sande Balch, Secretary

# Juan de Fuca Scenic Byway Association April 27, 2009 Sekiu Community Center 4:00-5:30 p.m. Web Planning Work Session with John Gussman

The workshop opened with a discussion of new technology available to enhance web site content and search engine optimization.

John suggested that we consider less text and more visuals to heighten interest in the web site, to create enthusiasm to visit the site again and, more importantly, visit the area. We could begin with a basic site which we periodically assess for updates/new needs and make changes as needed/required ... although funding may be a problem.

The association will need to make decisions on what type of site is to be developed, for what purpose. It could be a static site with good information (text, photos, videos) and limited areas where the traveler can respond (comments, photos). It could include association information for members, for safe-storage, and be password protected.

For the next work session, John will provide a list of options available to consider in web site planning ... the cost to develop options, time to develop, and the cost to manage. John will also provide the things we should be thinking about when reviewing web sites ... navigation, content, first impressions, time required to load/use/access.

The association should review his portfolio on <a href="www.dcproductions.com">www.dcproductions.com</a> and also look at other web sites (including but not limited to scenic byway sites) for web ideas.

The next workshop will be at 4:00 on May 18<sup>th</sup> in Neah Bay prior to the board of directors meeting.

### 5:30 – 7:00 p.m. Board of Directors Meeting

**Present:** Sande Balch, Bill Drath, Bobbi Fuller, Sasha Medlen, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Absent: Greig Arnold. Also attending: Linda Palumbo (Straitside Resort) and Ali Baker (Chito Beach Resort).

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... **Treasurer's Report** ... The Board of Directors meeting was called to order by President Joe Murray at 5:30 p.m. The agenda was approved with the addition of discussion concerning payment to contracted photographers. The minutes of the March 23, 2009 meeting were approved. (Alex/Bobbi). Treasurer Bill Drath submitted the first quarter report showing a balance of \$5340.15 in the checking account and a CD balance of \$1013.71. The report was accepted. (Diane and Alex).

**Payments to Photographers** ... It was approved to give Sande and Bill authority to pay the photographer bills as required within the terms of the signed contracts without further board approval. (Diane/Bobbi). Sande reminded the board that Randall Hodges will be a vendor at the Juan de Fuca Festival over Memorial Day weekend and anyone attending should stop by and introduce himself/herself.

**Photo Wish List ...** The planning list for requested photos was reviewed. Margaret suggested the list be organized by area, east to west, to be better location reference for the photographers. New ideas were added to the photo list and list of contact/ point persons for each area. Both lists will be rewritten to be reviewed at the May meeting.

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**Web Site Planning Process** ... Work sessions for web site planning will be held prior to the May and June board meetings. This will require that there be internet access at the meeting locations. The work sessions will be more productive if "homework" is done.

Sande reminded people to keep a record of their time spent on the web site planning research outside of meetings. This time is to be used as match for the grant. It was decided that board members will note time spent on web site planning on the meeting sign-in sheet each month.

**Scenic Byway Strategic Plan survey** ... Discussion and suggestions concerning projects to be included in the byway 10-20 year strategic plan took place. Sande will rework the list with estimated costs and send to WSDOT.

We also discussed the importance of a sustainable organization, both financially and by membership/leadership, to be able to carry out these projects. Building a volunteer network with meetings and outreach, supporting a coordinator position and administrative costs, and being in touch with the byway stakeholders is crucial to sustaining the Juan de Fuca Scenic Byway Association.

**Co-op Print Projects** ... Sande and Margaret met with the contact person for the Whale Trail organization, Donna Sandstrom. She will submit proposals with the costs to reprint their brochure for consideration as a co-op print project promoting some form of low-impact tourism ... in this case, shore-based whale watching. The reprinted brochure will feature some viewing sites on the SR112 byway and acknowledge the scenic byway as a sponsor.

It was suggested that a lighter stock of paper be considered to perhaps reduce the cost of printing and the cost of mailing the brochure.

Locations being considered as "whale trail sites" on highway 112 are Salt Creek/ Crescent Bay/Freshwater Bay, Sekiu, Sail and Seal Rocks/Snow Creek. Neah Bay and LaPush are already on the list of sites to be developed.

**Duck Derby Sale** ... The Duck Derby is May 17<sup>th</sup>. All tickets (including unsold) and remaining ducks should be turned in at 928 Caroline Street (across from the hospital) by Thursday, May 14th if possible. Absolute deadline is Saturday May 16<sup>th</sup> by mid-day. The tagging party is May 14<sup>th</sup>. If you would like to help with the tagging, call the Olympic Medical Center Foundation office at 417.7144.

**Membership Drive/Business Directory Updates** ... Sande is attempting to get all the 2008 memberships to renew and will not have time to pursue too many new memberships by the time the directory has to be in production for this year.

A discussion followed on participating in "ribbon cutting" events for new businesses. No commitment was made at this time, although it is a good opportunity to raise awareness of the scenic byway with the new business and the general public through press releases.

Sande usually visits and/or contacts as many new businesses as possible to take information about the byway and encourage the business to join and be listed in the business directory. There is also a section in the Milepost newsletter to welcome new businesses. Sasha will supply a list of new businesses in the Clallam Bay-Sekiu area.

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#### Other Business and Announcements ...

**Cruise Ship May 7<sup>th</sup> ...** Sande supplied 1250 byway brochures and postcards to be placed in the cruise ship packets. The packets are to be assembled and distributed by the PA Downtown Association and OPVB.

**Report to Clallam County Commissioners** ... The County Commissioners requested a brief report on the status of scenic byway projects and grants for the April 27<sup>th</sup> work session in conjunction with the Clallam Bay-Sekiu Chamber lodging tax report. Copies of the report were included in the meeting packets.

**Revisiting Washington** ... This interpretation project will receive an excellence award at the National Scenic Byway Conference in Denver in August 2009.

**Washington State Smile ...** this is how people react after visiting Washington ... according to a recent ad in a national magazine. Joe will try to locate the ad to show it to us.

#### **Next Meeting ...**

May 18<sup>th</sup> Neah Bay (NOTE: earlier date than usual) ... Sande will work with Greig to determine time and place. It would be helpful to have internet connection for the work session with John Gussman.

Discussion items:

Web site planning

Co-op print project

Photo wish list

Membership business directory

Suquamish workshop concerning hwy 101

Great Strait Sale September 12th

#### Adjournment ...

The meeting was adjourned at 7:00 p.m..

Minutes submitted by Sande Balch, Secretary

# Juan de Fuca Scenic Byway Association May 18, 2009 Makah Marina in Neah Bay 4:15-5:30 p.m. Web Planning Work Session with John Gussman

#### Things to think about ...

Pictures/images, logos, graphics, text must all be provided by client to web builder This is a labor intensive project.

Can build a site so special features can be added later.

New technology always desired, but can always download new versions later Even though the site may become dated, it will still be useful. Many things won't change over time ... how it is presented may need refreshing.

Calendar of events? Festivals, meetings, events, fish/shellfish seasons, better to link to peninsulaevents.com for events outside of byway sponsored events

Membership info? Meeting and event schedule, newsletter, business directory, membership listing for sure ... perhaps minutes and agendas, mission/vision/planning info necessary to password protect anything since it is a public organization?

Banner ads? ... maybe later

Maps ... list by mileposts, should be attractive but must be useful, show byway in context, "light boxes" overlay the page so don't have to leave one page to view use same map with different categories ... history, camping, lodging, eateries etc. link to Google earth so can zoom in on satellite photos ... see Big Bend NP web site geo survey maps, static maps with overlays to show different interest items flash map ... click on area and shows on sidebar map ... see Lakes to Locks web Allow visitors to add photos/comments? ... would want to be able to review, don't go live Tool tips ... something pops up when you scroll over the area Bookmarking, Twitter, Facebook?

Vertical Scroller ... see Laurel Black Design web site

#### How to proceed ...

Review minimum information to present and decide how to divide Decide on how many pages/sub pages

Construct flow chart ... home page, first tier of pages, sub pages

Create a structure and attack one page at a time

Sasha will help with this

John to prepare 2-3 ideas for mock-up of home page

Then follow through with other pages

The next workshop will be at 4:00 p.m. on June 22<sup>nd</sup> in Joyce prior to the board of directors meeting.

# Juan de Fuca Scenic Byway Association June 22, 2009 Family Kitchen, Joyce 4:00-5:30 p.m. Web Planning Work Session with John Gussman

#### Discussed maps ...

Various maps were reviewed. Discussions took place concerning overlays with links to other web sites and/or other pages within the web site, depth of information, zooming in and out, showing amenities/recreation/etc. by milepost sections.

#### Business directory/businesses on a map ...

Putting businesses on a map would require some maintenance to keep current and cost some money to maintain. Also, if businesses were shown by a dot, there would be some highly concentrated areas that would be hard to separate the dots to click on for more information unless the map zoomed in quite close. There might be some benefit to including the milepost map and the directory as a listing with links rather than a map. The Business Directory itself could be included as a pdf for downloading.

#### Handout ... "Vistas" article on Web Sites and Web Site Maps ...

Everyone was encouraged to look this material over as it details some of the things the National Scenic Byway Program expects of byway web sites built with grant funding. Take note of a section on web sites and disability accessibility. John Gussman is on top of this initiative and understands the requirements.

#### Flow charts ...

Listings of subjects and possible topic sections were discussed. A flow chart draft was also studied. A lot more thought and work needs to be put into this before decisions can be made as to the framework of the web site.

#### Summer homework ...

Email communication will take place over the summer as ideas are shared about the home page topic headings and subjects to be covered under those topic headings. Everyone should review the subject listings to prioritize the subjects and work on grouping those subjects under topic headings.

What next? Sande will try to keep the email work session going throughout the summer. As board members have ideas on the web site, forward to Sande and she will send out to the board and John Gussman. In the fall, we will discuss who will work with the board and John Gussman on the graphics for the web site (as well as working on the redesign for the brochure). Then work to plan the web site will continue in the fall. Time needs to be allowed for the web site construction which will involve a lot of research ... volunteer time by the board.

Since the September meeting will be very busy with the print projects and photo projects, the next work session may have to wait until the October meeting.

# Juan de Fuca Scenic Byway Board Meeting Minutes ... 6/22/09 ... Page 2 5:40 – 7:00 p.m. Board of Directors Meeting

**Present:** Greig Arnold, Sande Balch, Joe Murray, Margaret Owens, Alex Stevens. Absent: Bill Drath, Bobbi Fuller, Sasha Medlen, Diane Schostak. Also present: Lori Pena, Salt Creek Recreation Area.

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... The Board of Directors meeting was called to order by President Joe Murray at 5:45 p.m. The agenda was approved with the additions of FY2008 Grant obligation and fall meeting dates. The minutes of the May 18, 2009 meeting were approved. (Alex/Margaret).

#### Co-op Print Projects ...

**The Whale Trail brochure** ... \$2,100 will be used to fund the printing of 10,000 updated brochures for the Whale Trail. Approved (Alex/Margaret)

Recognition of the Strait of Juan de Fuca Hwy 112 Scenic Byway/Juan de Fuca Scenic Byway Association will be included in the brochure. At least one site and as many as three sites (Salt Creek, Sekiu, Snow Creek) will be confirmed prior to printing along the Hwy 112 corridor and included in the brochure and on the map.

The Elwha Bridge Dedication booklet ... \$200 will be used to fund an increased print quantity of the booklet (increase from 250 copies to 1,000 copies)

The ODT Adventure Route brochure ... \$1,350 up to the limits of the remaining grant budget for this project will be used to develop and print 7,500 or more upgraded brochures for the Adventure Route segment of the ODT. \$1,200 will be applied for through a Tourism Enhancement Grant at OPVB to boost the print quantity and to cover the cost of the graphics work for the redesign of the brochure. Approved (Greig/Alex)

The Elwha Bridge Dedication booklet will include information about the connections to the ODT and the scenic byway as well as the historical and building project information.

The ODT Adventure Route brochure will be redesigned and include the scenic byway information in the text and on the map. Several suggestions were made to improve the map clarity. Sande will write the grant and have Joe sign it for submission the OPVB. Sande will work with Laurel Black Design and Rich James at the County to take the board suggestions to the design discussion.

**Membership Drive/Renewals process** ... Sande requested that we think about the timing and process of the membership drive/renewal process. Currently this is taking much more time and personal contact than should be required for such a small organization. Suggestions included:

Board members assist with their community to spread the work load out Solicit renewals at end of season (mid-September) to catch people before they are gone for the winter and when more money is available

Have people sign up for two years at a time and alternate east and west each year Call people on the phone and request updates on information (including getting approval for the business directory listing ... check off as a phone approval so no form has to be returned each year

If membership fees are due, send a bill to be returned to the membership chairman

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**Business Directory Update** ... The directory is printed and ready for distribution. The cost was \$518.80 for printing and \$300.00 for graphics work. This is paid from the membership fees collected. It is possible that when this is included on the web site, no printed brochure will be necessary. It can be updated on the web site much more frequently and a pdf can be downloaded from the web site.

**Photo Contest Update** ... The PDN ran a reminder notice for the photo contest on May 27<sup>th</sup>. Sande will send email reminders to all those who have requested forms for the contest. Another PDN article will be requested late July/early August to remind people of the deadline coming up soon. Only one person has submitted photos, but several of the board members felt that people were just waiting to closer to the deadline.

**Professional Photographer Update** ... Randall Tomares has been working on photos this week. Dave Logan, John Gussman, and Valerie Henschel have all indicated they will be turning in photos for our consideration. Randall Hodges completed a three day shoot and has sent the photos for review. The new proposal was to purchase the full packet of 66 photos plus 10 bonus photos from Shi Shi/Sand Point for a total of \$2000. It was decided that each person on the board will go through the photos and choose all photos they think we should purchase. Dependent on those results we either purchase the full packet offered in the new proposal or purchase 15 or more photos at \$50 each or request a second shoot to meet the original proposal. Sande will email out a request for everyone to review the photos as soon as possible and reply with their choices for photos. The final decision will be made via email. Sande will complete the payment and contract needs.

**Web Site Planning Process** ... Summer work will be to review subjects and share ideas via the web site on what to include on the site and how to group those subjects. Sande will keep this conversation going until our fall meetings.

**Duck Derby Update** ... The Scenic Byway Ducks group sold 193 ducks for a \$501 check back to the Juan de Fuca Scenic Byway Association.

**Great Strait Sale** ... The Second Annual Great Strait Sale is set for Saturday, September 12<sup>th</sup>. Sande will get notices to the papers for people to mark their calendar. A planning meeting will be held early July to set up committees and review procedures. Hopefully, the community site locations and managers will be the available again this year ... Joyce Depot Museum/Sande and Margaret, Clallam Bay Bus Barn/Bill Drath, Village Market in Neah Bay/Vicky Druge.

**FY2008 Grant Obligation** ... This grant must be obligated (having completed the process through the County/State government and ready to go to work) by August 31<sup>st</sup> 2009. Since the grant was not fully funded, the budget/match/work plan needed to be reworked. Sande has done this and sent the paperwork along with the Personal Services Agreement draft to the County. The grant projects will be to develop/construct/install three two-sided Interpretive kiosks, one each at Pillar Point, Freshwater Bay, and Clallam Bay parks; to develop and implement a new web site for the scenic byway community; and to redesign and print a revised brochure consistent with the web site and logo.

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**Meeting Dates** ... The fall meetings were set for the following dates and locations:

September 28<sup>th</sup> at Pysht

October 26<sup>th</sup> at Joyce

November 16 at Pysht (or Sekiu if internet access is needed)

Times to be determined dependent on need for further work sessions.

**Next Meeting ... September 28<sup>th</sup> ... Pysht** FY2007 Grant wrap-up ... print projects, photo contest, professional photo review

FY2008 Grant initiation ... work plan and web site work session schedule FY2010 Grant application ... Sekiu school restoration/interpretation?

Other projects?

Great Strait Sale report

National Scenic Byway conference report

Planning for Festival of Trees

Membership renewals/new members

## Adjournment ...

The meeting was adjourned at 7:00 p.m. (Alex/Greig)

Minutes submitted by Sande Balch, Secretary

# Juan de Fuca Scenic Byway Association Monday September 28, 2009 at Pysht Tree Farm Lodge 5:00 – 7:00 p.m. Board of Directors Meeting

**Present:** Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Absent: Bobbi Fuller (e-vote for photos), Sasha Sicks Medlen (resigned as board member to move to California with husband).

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... **Treasurer's Report** ... The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved with the understanding that the photo decisions would take priority and other items may be tabled to the next meeting. The minutes of the June 22, 2009 meeting were approved. (Alex/Greig). Bill Drath, Treasurer, reported a balance as of 9/28/09 for checking \$5,399.35 and a CD of \$1,027.61. (Alex/Diane)

**Photo Contest** ... Photos submitted for the three categories in the photo contest were reviewed by the board and ballots cast. Prizes in each category: 1<sup>st</sup> / \$50, 2<sup>nd</sup> /\$30, 3<sup>rd</sup>/\$20, 4<sup>th</sup>/\$12. The contest winners were as follows:

#### Drive It. Experience It.

Paul Blake, Sekiu (Lady Washington in Clallam Bay), Donna Alumbaugh, Sekiu (Cape Flattery Trail), Jane Hielman, Clallam Bay (Clallam River), Paul Blake, Sekiu (Sunset West at mp41.5)

#### Byway Mileposts.

James Wengler, Port Angeles (Fall Colors mp58), Paul Blake, Sekiu (Sunrise over Kaydaka Point mp8), Shayne Vinagre, Bullman Beach (Snow Creek mp1), Paul Blake, Sekiu (Gray whale feeding mp8)

#### 112 Reasons. All Four Seasons.

Paul Blake, Sekiu (Kayak Fisherman), Cindy Arsaga, Fayetteville, AR (Cape Flattery Trail), Paul Blake, Sekiu (Moonrise over Strait), Paul Blake, Sekiu (Rufous Hummingbird)

Sande will prepare letters of congratulations to the winners so Bill can mail checks and also send letters of thanks to those others who participated. All will receive an invitation to continue to submit photos to help promote the scenic byway community (not a contest, just submissions). Sande will also send out press releases to PDN and Forks Forum.

#### **Professional Photography Contracts ...**

Dave Logan ... A proof sheet of Dave Logan's photos was reviewed. It was approved to pay Dave Logan \$500 now and choose the specific images later (25@\$20/per). Randall Hodges ... The contract is complete and paid, and images have been delivered. Randall Tomares ... The photo shoots have been completed and paid ... 50 images must be chosen yet from this collection (5,000 images) for professional adjustment. John Gussman ... 63 images have been submitted for consideration.

It was approved to empower a committee (Sande, Bill, Diane, Joe, Alex, Margaret ... and Bobbi?) to choose 25 Dave Logan, select 50 Randall Tomares images to adjust, as well as choose additional needed images from John and Dave. Any funds left in the budget will be contracted to Randall Tomares or John Gussman for seasonal images. (Alex/Margaret)

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#### Co-op Print Projects ...

**The Whale Trail brochure** ... This brochure is ready to be printed and all requests for changes will be accommodated except the sites will be designated at "potential sites" as some sites were not through the formal approval process yet. The Whale Trail.org group is trying to meet our grant deadlines for the print project and could not get through all the site confirmation processes in time. (\$2100 approved for print costs for approx. 10,000)

It was suggested that information about Kalaloch for viewing and interpretive information be included in the brochure, as a site, and/or on the web site.

The Elwha Bridge Dedication booklet ... There was a print quality problem with the Elwha Bridge historical booklet so only enough copies were available to hand out at the dedication. When the complete run is approved the bill will be presented. (\$200 approved to increase the copy quantity to 1,000 copies)

**The ODT Adventure Route brochure** ... The OPVB grant in the amount of \$1200 was awarded for the redesign and print of the ODT Adventure Route brochure. Sande and Diane will work with Laurel Black and Rich James to complete this project. (\$1,350 byway grant funds approved to develop and print at least 7,500 brochures)

It was suggested that an inset of the full ODT map be included.

**New Members/Membership Drive and Renewals ...** There are no new member applications to approve at this time. The membership drive/renewal process discussion tabled to October 26 meeting.

**Board Nominations** ... The board was made up of nine directors in 2009. Sasha Medlen has/is moving to California. Three board members terms (3 year) are expiring ... Joe Murray, Bill Drath, and Diane Schostak. Alex (vice-president) will need to know if these people are interested in continuing to serve on the board. Notices should also go out to all byway organization members to seek new/additional board members. The bylaws read that we can have as few as five and as many as thirteen board members.

**FY2008 Grant Initiation** ... This grant was obligated by August 31<sup>st</sup> to meet the federal requirements. No bills (or match) can be incurred prior to January 1, 2010, however, due to reporting requirements and the need to be included in the State Transportation Improvement Plan (STIP) which could not be accomplished at this late date for 2009. This is not a problem for SR112 as we are just finishing the FY2007 grant and the grant coordinator will be gone November and December anyway. When we meet in January a timeline will be constructed for this two-year process to build a web site, redesign and print a byway map and brochure, and develop and install kiosks for three county parks.

**FY2010 Grant Application** ... Tabled to October 26<sup>th</sup> meeting.

**Festival of Trees ...** Tabled to October 26<sup>th</sup> meeting. Greig mentioned there is a change in management at the Hobuck Beach Resort so he will have to discuss use of this property for the "tour package".

Great Strait Sale, National Scenic Byway Conference, FY2007 Quarterly Report ... Handout reports for these were mailed in the meeting packet.

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#### Other Business/Announcements ...

**Fiddlin' Foresters** ... Sande showed the CD from a group of Colorado foresters that she sold at the Great Strait Sale to benefit the Rocky Mountain Nature Association and our scenic byway.

**Sunset September Issue** ... Cape Flattery Tribal Scenic Byway was listed in this issue as one of the best "FRESH AIR" places on the western coast.

**Breaking Ground** ... Margaret showed us the book "Breaking Ground" by Linda Mapes just released. The book signing is on Friday, Oct. 2<sup>nd</sup> . It is about the Lower Elwha Klallam Tribe and the unearthing of the Tse-whit-zen Village. Margaret commented that the byway story is very much the Elwha and Makah story.

#### Next Meeting ... October 26th ... Pysht

Final Photo decisions
FY2010 Grant application
Planning for Festival of Trees
Board Nominations
Membership renewals/new members

# November 16<sup>th</sup> meeting in Joyce ... Note: earlier date than usual

FY2007 Grant final report FY2008 Grant project discussion

#### Adjournment ...

The meeting was adjourned at 7:15 p.m. (Alex/Bill)

Minutes submitted by Sande Balch, Secretary

# Juan de Fuca Scenic Byway Association Monday October 26, 2009 at Joyce Family Kitchen 5:00 – 7:00 p.m. Board of Directors Meeting

**Present:** Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Absent: Bobbi Fuller, Greig Arnold, Sasha Sicks Medlen (resigned as board member to move to California with husband). Also attending, Lori Pena (and daughter), Salt Creek Recreation Area and Herb Balch.

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... **Treasurer's Report** ... The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved with the addition of discussion on a letter to Clallam County Commissioners concerning the Elwha overlook property. The minutes of the September 28, 2009 meeting were approved. (Alex/Bill).

# Clallam County Interpretive Kiosks ... written recommendations from Bruce Giddens

Freshwater Bay ... 1. Name origins (how landmarks got their names)

- 2. Communities that have come and gone along the hwy 112 coast
- Pillar Point ... 1. Logging camps (descriptions and photos of life in logging camp)
  - 2. Logging terms and jobs (past and if continued today)
- Clallam Bay Spit ... 1. Mosquito fleet (stops, types, names and passenger interview of trip)
  - 2. Shipwrecks (Alice Gertrude sank off Clallam Bay)

#### Board discussion and suggestions:

Work tribal history into each panel where possible, perhaps with a box inset Including tribal name origins, places, forestry, ethno botany

There are a lot of name origins and communities that could be included It would be helpful to work with Joe on the logging camp information Include a box inset that is a "look at the tree farm" ... M&R history Logging is only one aspect of forestry

The Depot Museum has information on the passenger interview for the mosquito fleet panel ... 1891 Port Crescent Leader, ship Hermosa

Perhaps the logging camp info could all be on one panel and use the other panel for a different subject

Perhaps another panel on birds, in addition to Salt Creek information

Take into consideration in planning the possibility of viewing platforms for birds or whales being put in place at any of the parks

There was a general consensus that the project is on the right path with more discussion needed before any final decisions are made. The association board would like to have some input into planning and developing the text for the panels. A good brainstorming session early in the year would help to draw out all the ideas and establish who has information on particular subjects to assist in the research for the panels.

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#### **FY2007 Grant Project Wrap Up**

#### Co-op Print Projects ...

The Elwha Bridge Dedication booklet is completed and the second/corrected printing is taking place. The cost to the grant will be \$188.62 to increase the print quantity from 250 copies to 1000 copies. The copies will be distributed through the county parks and at the OPVB, Port Angeles visitor center, Joyce Museum, and Clallam Bay visitor center. Sande will also check with the ONP visitor center and the Clallam County Historical Society.

The Whale Trail brochure is at the printer. The cost to the grant will be \$2,080.50 for the print quantity of 10,000 copies. The brochure will be available to our area for distribution.

The Olympic Discovery Trail Adventure Route Segment brochure is a work in progress. It should be billed by the end of the month and printed/ready for distribution some time in November. The costs for graphics will exceed the anticipated amount due to the complicated and detailed map. These costs can be covered by the grant within the print project budget.

#### Photo Contest ...

Press releases on the winners were sent out and picked up by PDN and Forks Forum. PDN did a large, color coverage of the contest.

The two Paul Blake photos taking first place in their categories (Lady Washington and kayak fisherman) turned out to be his wife's photos (he is in the photo). So corrections were sent to the paper naming Martha Ellul as the actual photographer and we have received a proper usage agreement from Martha with a model release from Paul.

#### **Professional Photographers ...**

Taking any comments available from the board within the next few days, Sande will meet with Diane to make the final cuts in photo choices and to contract out any remaining funds available in the grant after the print costs are in ...

- \*\* Randall Tomaras ... 50 images for adjustment and others to use not needing adjustment
- \*\* Dave Logan ... 25 images for payment already made and perhaps additional images
- \*\* John Gussman ... choose images from the 63 submitted, plus fall images

Diane commented that the OPVB is considering purchase of the software, "Adobe Lightbox" at the cost of \$299 per computer (3) to use to catalog and "tag" all the photos.

#### Elwha River Overlook Letter ...

A letter draft to the Clallam County Commissioners requesting that the BOCCC consider any means they have to stall a sale process of the Elwha Overlook property until the dams are down and partnerships can be formed to develop the property for a gateway interpretive site for the scenic byway and the Elwha tribe.

It was suggested that we include the life cycle of the salmon and the hatchery in interpretive information at that site.

The letter was approved to be sent out by Joe. (Alex/Diane).

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#### Festival of Trees ...

Joe and Greig will work with Bruce Skinner to make arrangements for the experience package. Sande will remind Greig that this must be done very soon.

#### Membership Drive/Renewals ...

Sande will get updated membership information and a revised renewal form out to Bill to begin the mailing process. The renewal form with a directory will be mailed to each member to encourage everyone to check their listing for corrections/changes. This will reduce the amount of time spent getting ready for the new directory printing. Members will also be asked about willingness to serve on the board of directors and/or other persons to nominate for the board. Follow-up contacts will be made by email.

#### **Board Nominations ...**

Sasha's position is open as she has resigned and moved to California. Terms for Bill, Joe and Diane expire December 31<sup>st</sup>. All three are willing to stay on the board of directors for another 3 year term. Any other nominations should be submitted to Alex Stevens, Vice President.

#### FY2010 Scenic Byway Grant Application ...

The grant that will begin January 2010 will run for two full years ... website, brochure, and interpretive panels at the county parks. By consensus the board will not apply for a 2010 grant that the association is responsible for administering. If the Sekiu Community Center or other project by another group along Hwy112 is ready to apply for funding, Sande will assist in getting that grant application in. It is not known at this time when the call for grant applications will be announced or how soon the deadline to submit applications will be set.

Sande also shared a list of new National Scenic Byway designations for this year which included White Pass in Washington and a list of the 2009 grants awarded including seven projects in Washington for a total of \$980,413.00.

#### Other Business and Announcements ...

Bill will complete and return a Clallam Bay-Sekiu Chamber ballot for nominations for awards for leadership/businesses.

American Road magazine had an article about Troll Haven in a recent edition.

Jerry Rettela announced that SR110 (to LaPush) will honor Gulf War veterans and SR117 (truck route connector from 101) will honor Medal of Honor veterans.

Handouts included *The Milepost* newsletter and an instructional article on corridor management plans ... use and updating.

Diane talked about the Culinary Tourism organization that includes four counties on the OP. Our association might want to consider joining this organization (\$100 year).

**Next meeting** ... November 16<sup>th</sup> at Pysht (earlier in the month than usual). The agenda will include: final report for the FY2007 grant, revised budget/work plan for the FY2008, meeting dates for 2010, and the annual meeting.

The meeting was adjourned at 6:40 p.m. (Alex/Diane) Minutes submitted by Sande Balch, Secry.

# Juan de Fuca Scenic Byway Association Monday November 16, 2009 at Pysht Tree Farm Lodge 5:00 – 7:00 p.m. Board of Directors Meeting

**Present:** Sande Balch, Joe Murray, Margaret Owens, Diane Schostak. Absent: Greig Arnold, Bill Drath, Bobbi Fuller, Alex Stevens, Sasha Sicks Medlen (resigned as board member to move to California with husband).

#### **Board of Directors Meeting**

**Agenda** ... **Minutes** ... **Treasurer's Report** ... The Board of Directors meeting was called to order by President Joe Murray at 5:25 p.m. The agenda was approved. It was noted that there was not a quorum present. Approval of the minutes of the October 26, 2009 meeting was tabled to the next meeting since there was not a quorum at this meeting

#### FY 2007 Grant Project Final Report

Sande presented the final report for this grant showing a total of expenditures of \$25,000 in grant funds, receipt of \$6,250 in match funds/in-kind services, and donations of time, labor, and services valued at \$41,140.24. The final value of this grant was \$72,390.24.

The Olympic Discovery Trail Adventure Route Segment brochure proof was reviewed. Several suggestions will be sent to Laurel Black Design to be considered before the brochure goes to print by the end of the week. It was also suggested that it might be good to have someone like Tammy Hinkel (Adventures through Kayaking) actually take the map and hike the route to see if instructions are clear and accurate.

#### FY 2008 Grant Project Budget and Work Plan

Sande explained the date title on the grant as it is confusing ... the grant was applied for late 2007 to be using funding year 2008 funds. The grant was awarded late 2008 but not funded until spring of 2009. Because of some changes at the state level, we could not initiate the funds until January 1, 2010. Perhaps it will be less confusing to refer to the grant by the project title, Interpretive Information for Travelers, than the date.

Changes in the budget and work plan were reviewed. These changes were necessary because the retail product development part of the project was not funded. This removed \$9,090 from the grant funding and required changes to the Clallam County administration fees and match funds and adjustments to the work plan.

#### **Membership Renewals and Board Nominations**

No information was available.

#### **Meeting Dates for 2010**

The following dates will be tentatively set as the first half of 2010 ...

January 25 at Joyce for the annual meeting and east end community info meeting February 22 at Pysht

March 22 at Joyce

April 26 at Clallam Bay for the west end community info meeting

May 24 at Neah Bay

June 28 at Joyce wrap-up meeting before summer break

No meetings planned for July and August

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Sande will set up the place for the annual meeting and notify the membership. She will also check with Greig Arnold to confirm the meeting in Neah Bay in May.

#### Festival of Trees 2009

Joe submitted the Tree Farm tour information to Bruce Skinner for the scenic byway "experience package". Greig was asked to do the same for the Makah part of the package.

#### **Elwha Overlook Letter Update**

The letter to Clallam County Commissioners requesting assistance in slowing down the process of putting the Elwha Overlook property on the surplus list was sent. Mike Doherty found little/no interest on the part of the Clallam County Parks to oversee the lease/use of this property in the interim until the dams are removed. Sending a copy of our letter to the real estate department at WSDOT might show sufficient interest in the potential uses of the property to keep it in public use and avoid opening it up to private ownership auction. Sande will follow up on this.

No further business or announcements.

The meeting was adjourned at 6:30 p.m.

Minuttes submitted by Sande Balch, Secry.