

Juan de Fuca Scenic Byway Association
Monday, January 27, 2014
Blackberry Café, Joyce

Board Members Present: Sande Balch, Bud Denney, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Ali Baker, Bill Drath and Diane Schostak. Membership Attendance: George Eastman, Clallam Bay

5:10 p.m. Annual Membership Meeting

The annual membership meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was accepted as printed. There were no questions from the membership.

Election of Board Directors ...

Three directors' terms expired at the end of 2013 ... Alex Stevens, Carolyn Flint, Margaret Owens. All three directors were willing to continue to be on the board and were elected to new three-year terms for January 2014 through December 2016. (Michelle/Sande) George Eastman was also newly elected to the Board of Directors for the same three-year term. (Alex/Carolyn).

Conflict of Interest and Electronic Communications forms were completed and given to the secretary for the files.

The annual membership meeting was adjourned. 5:15 p.m.

5:15p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:15 p.m. The agenda was approved as presented.

Election of Board of Directors Officers ...

The current officers were willing to continue in those duties ... Joe Murray/President, Alex Stevens/Vice President, Sande Balch/Secretary. Sande Balch will also serve as interim treasurer until a new treasurer is elected. This slate was approved (Alex/Bud).

Minutes ... Treasurer's Report ...

The minutes of the November 18, 2013 meeting were approved as presented. (Alex/Carolyn) There was no meeting in December 2013.

Sande presented annual reports for 2012 and 2013 including a "quick look" financial summary, annual income/expenses summary, and detailed quarterly income/expense reports. The treasurer's report as per the latest bank statement was: December 31st checking account balance \$9,736.64 (\$5,000 outstanding for grant expenses). January activity has included deposits totaling \$475 for memberships and checks written totaling \$810 (\$150 NSBF membership, \$60 Clallam Bay Sekiu chamber membership, and \$600 for partnership in phone/internet expenses at Clallam Bay Visitor center). The CD balance was \$1,052.42 as of December 31st 2013. The report was accepted. (Alex/Bud) Sande also reported that the IRS 990-N report has been filed and accepted.

Festival of Trees ...

Sande reported that \$1000 was received from OMCF for our participation in the Festival of Trees. Gail Dosey of Sequim was the purchaser. Thank you to Merrill and Ring (tree farm tour and lunch) and the Makah Tribe (overnights, meal, and museum tour) for their donation of experiences to make this fundraising possible.

Membership and Renewals ...

Currently there are 5 paid (plus one new) and 7 outstanding Sponsor memberships (\$100). Thank you to Merrill and Ring for upgrading from an Associate to Sponsor membership. There are 13 paid and 13 outstanding (but contacts from 8 of those) Associate memberships (\$25). Sande will make phone calls and follow-up with letters if necessary in the next month.

New Member Application ... Bob and Jo Norton have applied for membership at the Associate level. They are a retired couple living in the Joyce area and are impressed with the work of the group and would like to display a membership sticker and tell people about us. The application was accepted. (Carolyn/Alex).

FY2008 grant update (kiosk interpretive panels, web site) ... Michelle

Michelle reported that the video for the web site is nearly completed with just some final work on the voice over to do. The Historical Logging Terms kiosk panel has been updated. The Logging Camps panel is in progress with a meeting with Michelle, Bruce Giddens, and Joe Murray to be scheduled soon.

FY 2011 grant update (MOU, Elwha booklet, kiosk site plan) ... Michelle/Carolyn

LAUREL BLACK DESIGN ... The board participated in an e-vote December 11/12, 2013 to approve the amended agreement with Laurel Black Design for the interpretive work for the grant. There were 8 votes in favor ... one recuse (Joe Murray) and one absent (Bill Drath). In the end, the contract became part of the work that Clallam County would oversee, rather than an agreement with the association. Laurel applied to the Small Works roster to get a contract directly with Clallam County.

MOU ... Agreeing to a MOU (memorandum of understanding) for this grant process was simply not going to work, being too formal in the view of the county legal department. The small works roster for areas of business was expanded to include graphics work and engineering. Laurel Black Design applied, was approved, and a contract between Laurel and Clallam County was signed. The \$5000 for the interpretive project will be written directly to Laurel Black Design and then forwarded to our group to reimburse the initial payment made by the association.

ELWHA BOOKLET ... Michelle and Carolyn thanked our board members as well as the Elwha Tribe and Olympic National Park for comments/corrections. All key stakeholders have now read and commented on the draft and feel that the neutral tone has been achieved. Some errors and specifics need to be corrected to wrap up the "final" draft. Photos are now being gathered for the illustration segment. John Gussman will be asked to take/provide any specific current photos needed to complete the booklet.

KIOSK SITE AREA ... Michelle and Carolyn have personally visited several interpretive sites on the Olympic Peninsula and are still in discussion with Rich James at Clallam County as to the design and materials. They hope to design a structure and arrangement of panels that will easily lead visitors through the “flow” of the story being told on the panels. There are meetings set to have further discussion with Clallam County and ONP. The board voiced a strong preference for structures to be constructed of wood rather than metal poles/frame/roof to be more in the context of the surroundings, less expensive, and less upkeep.

Other Business and Announcements ...

National Maritime Heritage Area ... Margaret brought this topic to our attention again. There may be an opportunity to support this action in the future. If applied for and approved, Washington could be the first National Maritime Heritage Area.

Duck Derby ... Sande announced that the Duck Derby will be held on June 1st this year, the same day as the North Olympic Discovery Marathon. That scheduling means that our duck sales people will not have the opportunity to sell ducks at the marathon. Last year’s sales were greatly boosted from this one day location.

The ticket/duck sales period will be May 2nd-31st. Sande will be gone traveling the full month of May and not available to oversee the tickets, sales etc. Alex is willing to work the Joyce end of the sales with help from Carolyn. We can look for businesses in Neah Bay and Clallam Bay to help with sales from those communities. Sande will try to have as much organized as possible before she leaves. Michelle may be able to help with that but will also be very busy with the marathon.

Elwha Film ... John Gussman passed on the following information through an email concerning the Elwha film ... sound work was done last week on Thursday and the color corrections should be completed today. Then the film is ready for final production. John has been working on this project for 4 years.

Meeting Schedule ...

February 24 ... Pysht Tree Farm Lodge
March 24 ... Joyce Family Kitchen
April 28 ... Clallam Bay
May 19 ... Neah Bay
June 23 ... Joyce

Next Meeting ...

February 24, 2014 ... Pysht Tree Farm Lodge

The meeting was adjourned at 6:15 pm.
Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association
Monday, February 24, 2014
Pysht Tree Farm Lodge

Board Members Present: Sande Balch, George Eastman, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens. **Absent:** Ali Baker, Bud Denney, Diane Schostak, Alex Stevens. Others in Attendance: County Commissioner, Mike Doherty

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented.

Minutes ... Treasurer's Report ... Sande

The minutes of the January 27, 2014 Annual Meeting and Board of Directors meeting were approved as presented. (Carolyn/George)

Financial Report ... Sande reported the following financial information ...

Checking account balance as of January 1, 2014 ... \$9736.64

Checking account balance as of January 31, 2014 ... **\$9,401.64**

(Outstanding AR ... \$5000 to be reimbursed by Clallam County)

Deposits of \$475.00 (all membership dues and new member)

Checks written \$810.00 (\$600 CB VIC phone, \$60 chamber dues, \$150 NSBF dues)

February activity to date ... deposited \$200 member dues

Board of Directors, Bill Drath position ... Joe

Joe has been in contact with Bill Drath via email to make clear that the request that he give up the Treasurer's position based on his schedule not allowing him to attend meetings did not in any way mean that he was also being asked to give up his position on the Board of Directors. Joe extended the invitation to Bill to remain on the board. Bill replied with a "No thanks". It was approved to remove Bill Drath from the Board as per his request.

(George/Carolyn)

Membership and Renewals ... Sande

Sande reported that all members yet unpaid have been contacted by phone. There are four Sponsor members outstanding with all four committed to renewing at the Sponsor level. There are also four Associate members outstanding with all four saying they will renew at that level. This leaves \$500 yet to be collected.

Milepost Business Directory ... Sande

The estimates for cost to layout/submit/print the business directory are as follows:

Laurel Black Design ... updates and submission to printers ... \$175-250

Olympic Printers ... not including \$30 set up and taxes

1500/\$423.10 **2000/\$501.30** 2500/\$578.45

The board made the following suggestions:

Add the Clallam Bay VIC to the museums/historical section based on the historical photo display

Juan de Fuca Scenic Byway Meeting Minutes ...2.24.2014 ... Page 2

Move the web address on the back page to the bottom of the page and in a larger font size

Add the web address to the front cover

Leave the web address with logo on the inside fold as long as there is room

Possibly include web address any place a "filler" is needed

Inquire as to whether we should include our QR code someplace in directory.

Expenses up to \$800.00 to print a quantity of 2000 directories were approved.

(Carolyn/Margaret ... Joe Murray recused)

Milepost Newsletter ... Carolyn

Carolyn reported that she has been working long hours with Michelle on the Elwha booklet and now the site planning for the FY2011 grant project. The newsletter was put to the side to meet the very important deadlines for the grant. She will attempt to have a newsletter out by the end of March ... maybe both the visitor and community letters. Some event suggestions were offered by board members as well as membership/officer information.

FY 2011 grant update (MOU, Elwha booklet, kiosk site plan) ... Michelle/Carolyn

ELWHA BOOKLET ... Michelle reported that Carolyn is preparing the final draft to be sent to Laurel for illustrations and layout. The Board will be asked to review the booklet one last time after the illustrations are added.

SITE PLAN ... Michelle and Carolyn were asked by Clallam County to get quotes on metal buildings for the site. There were no suitable "kit" metal buildings so it would require having a customized structure to fit the site needs. Michelle and Carolyn also provided sketches for wood structures and costs to promote the use of a wood structure. The County agreed to the construction of a wood structure.

- Clallam County has approved having a local architect, within the budget, do the drawings for the bid process. Charlie Smith of Lindberg and Smith can do the drawings quickly and will work with the project through completion.
- The structure in mind would have a metal roof, 16 poles including one entrance pillar hopefully with root buttresses (about 18 feet tall and 30 inch diameter), if an appropriate tree can be found. The structure would be mono-slope with the roof line on the back side (therefore the metal roof would not be seen from the highway). The under roof would be lined with tongue/groove wood so the feeling would be of natural materials in a forested setting.
- The building design allows for 14-16 interpretive panels. There may also be two stand alone panels if the budget allows. Michelle and Carolyn reviewed the many options for design and materials for the panels with an Olympic National Park person. The structure will be open with a "hallway" created by the panels. The visitor would be guided by the panels through the story.
- Wood products used in the structure for poles would have to be fire-proofed with a paint-on product, class 1 fire protection. Clallam County is concerned about vandalism and fire damage, as well as litter and upkeep.
- Michelle and Carolyn constantly remind people they are working with that this is not a picnic shelter ... the purpose is to draw people into the building to read the interpretive story. The structure needs to be appealing and attractive.

Juan de Fuca Scenic Byway Meeting Minutes ...2.24.2014 ... Page 3

- It is important to get this out to bid asap, before March 31st so the project is out in front of other projects for the contractor consideration. Clallam County has started work on the bid outline already. The site drawing will be scanned and emailed to the board when prepared.

FY2008 grant update (kiosk interpretive panels, web site) ... Michelle

The historical logging panel for the Pillar Point County Park will go to the printers this week. The second panel for the Pillar Point area is being discussed.

Bill reimbursement ... Michelle asked about being reimbursed for the annual renewal of our web site hosting in the amount of \$95.40. This has been approved as an ongoing service to be kept. Payment of the bill was approved without vote.

Other Business and Announcements ...

Mike Doherty, Clallam County Commissioner made several announcements:

- FYI ... Joel Winborn and his wife are both architects ... Rich James conferred with Joel on the grant project.
- Clallam Bay park work is being done, with the building permitted
- Paula Barnes ... North Olympic Library Systems is working with the PUD to install fiber connections to the Clallam Bay Library.
- Sen. Maria Cantwell \$40 million in funds for Corps of Engineers dredging projects Clallam County is requesting/suggesting that Sekiu bay be considered for one of those projects
- The Maritime Heritage Bill made it through the House but is hung up in the Senate. This Friday is the deadline to get it out of the Senate. The Senate issues with the potential designation are concerning impact on private property, takings, and regulatory fears.
- Mike shared a press release from Gov. Inslee concerning Outdoor Recreation. The information will be scanned and distributed to the board members.
- The Olympic Discovery Trail continues to build new sections ... Lyre River to the tunnels at Lake Crescent ... yet to build would connect between the tunnels.
- The Quileute Tribe is willing to have a terminus for a loop trail at LaPush if the trail can be 10 feet wide that can be used as an evacuation route (barricaded to motor vehicles when not in emergency use).

Meeting Schedule ...

March 24 ... Joyce, Blackberry Café

April 28 ... Clallam Bay

May 19 ... Neah Bay

June 23 ... Joyce

The meeting was adjourned at 6:43 pm.

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association
Monday, March 24, 2014
Joyce Blackberry Cafe

Board Members Present: Ali Baker, Sande Balch, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak, and Alex Stevens. **Absent:** Bud Denney, George Eastman.

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented with the addition of OPVB Brochure Distribution.

Minutes ... Treasurer's Report ... Sande

The minutes of the February 24, 2014 Board of Directors meeting were approved as presented. (Carolyn/Alex)

Financial Report ... Sande reported the following financial information ...

Checking account balance as of February 1, 2014 ... \$9401.64

Checking account balance as of February 28, 2014 ... **\$9,901.64**

Deposits of \$500.00 (membership dues)

Outstanding AR ... \$5000 (to be reimbursed by Clallam County)

Outstanding AP ... \$95.40 (web hosting)

March activity to date ... Deposits \$350 (memberships) Check \$150 (Laurel Black)

There was some discussion about the tardiness of the grant expense reimbursement from Clallam County. Michelle stated that the check was in the bookkeeper's process and will be written to Laurel Black and signed over to the association. If there is no check received by the next meeting, we will discuss sending a letter to Clallam County.

Membership and Renewals ... Sande

Sande reported that at the end of February four Associate and four Sponsor members remained unpaid. As of March 20th only two Associates were still unpaid ... Olympic Raft and Kayak (paid at the meeting) and Strait Shots Espresso (Ali will check on this). Our membership total for 2014 at this time is 76 members.

Sande reported that Salt Creek Saloon and Grille will be open later this week. She will talk to the owners, Jon and Cheryl Koenig, and invite them to join the association so we can get their business on the website before summer begins. We might consider holding a meeting at Salt Creek in the future.

Milepost Business Directory ... Sande

The layout and graphics work has been completed and Laurel Black Graphics was paid \$150 (under the estimated cost). The print proof from Olympic Printers has been approved and is ready to be printed.

It was suggested that we mail copies of the business directory to our members with an enclosure to tell them what the association is working on.

Milepost Newsletter ... Carolyn

The newsletter is in process. Perhaps a copy of the newsletter could be mailed with the business directory copies.

FY 2011 grant update (Elwha booklet, kiosks, site plan) ... Michelle/Carolyn

ELWHA BOOKLET ... Michelle reported that the booklet was sent to Laurel Black for edits and polishing. The photo file was shared with Laurel at a meeting, including photos that are of high enough quality not only to be used for the booklet, but also for large poster size prints. Contact was made with many photographers seeking usage agreements for their photos of the Elwha area. A draft layout should be ready later in April.

SITE PLAN ... Michelle and Carolyn reported that the plans drawn up by Charlie Smith of Lindberg and Smith were largely accepted by Clallam County in a meeting earlier today, including the use of Class A fire protection treatment for the base of the tree proposed to be used as the entrance "pillar." Charlie Smith also included descriptions of hardware and lumber needed for the project.

The plans will be sent to the building department in about a week, remain there about 2 weeks. So in 3-4 weeks the project should be out to bid. The bid process will take about 3 weeks. Clallam County will set the time limits for completion of the project, most likely requesting completion by late August, early September.

Carolyn talked about some ideas to use artistic concrete cast inserts on the bases for the support pillars and cast animal tracks situated low enough to be interesting to those in wheel chairs and at a child's eye level. Tiles made by local school children could line the "pathway" through the interpretive story (outside the walking area). These ideas would lend an artistic quality to the structure as well as give the community buy-in to the value of upkeep and protection of the area.

PANELS ... Michelle and Carolyn did a lot of research on materials that could be used for the panels for the interpretive kiosk. Charlie Smith had a suggestion that was approved by Clallam County ... vinyl applied to steel. There is a local company that can do this which would allow more time to prepare the information, or if that does not work for some reason, it is also affordable to have it done out of town. The panels would be high quality, below budget, affordable to do the back-up panels, and come with a 20-year warranty. If the panels needed to be reproduced, the new vinyl could be applied to the existing steel, resulting in a considerable savings.

OTHER COMMENTS AND QUESTIONS ... A conduit/housing will be installed for potential use of electricity in the future ... lighting, audio, etc. WSDOT will be contracted to provide highway signage. A comment was made that this signage should include "Day Use Only." When asked about whether or not this area will be gated, Michelle said it had not been discussed at this point. There was also a question about security. Carolyn commented that by involving the local people/young people in the process and including artwork, perhaps there will be more appreciation of the site and less vandalism. All this builds relationships in the community, Clallam County, and the Elwha. Perhaps the County Sheriff and Elwha Police could check on this area as they pass by several times during the day and night. It was suggested that we initiate an "Adopt-a-Site" or "Friends of ..." for this area and for potential additional sites developed in the future.

FY2008 grant update (kiosk interpretive panels, web site) ... Michelle

The historical logging terms panel for the Pillar Point County Park is completed and ready to install. There is one panel yet to develop. Bruce Giddens feels this should be a simpler panel with less detail as the logging terms panel is quite complex. The second panel could be a brief and pictorial/graphic history of the development of the road, highway 112 now.

OPVB Brochure Distribution ... Michelle

Michelle requested approval to participate in the OPVB Brochure Distribution again this year. These contacts result in requests for the majority of our brochures outside of our own community. Deadline April 4th/cost \$100. This was approved. (Alex/ Margaret).

Duck Derby Preparations ... Sande

Sande will try to have most of the preparations done and have disbursed the tasks to other board members in her absence in May. Joe, Alex and Michelle have signed up to sell ducks so far. Sande will check with Sunsets West Co-op and George Eastman, Washburn's and Bud Denney as well. The derby is scheduled for June 1st and sales will be the month of May.

Other Business and Announcements ...

Travel Planner ... Diane Schostak shared the newest copy of the Olympic Peninsula Travel Planner. This year 100,000 copies were printed (95,000 last year). Joe asked if the brochure could include information about the working forest. Many comments talk about "pristine forest" which leads to disappointment/bewilderment in the traveler when they come upon a fresh clear cut. With clear and concise information, travelers would better understand the management of the forests. Joe will work on getting some information to present to Diane to potentially include in future brochures.

Consolidation of Brochures ... Diane Schostak, OPVB, commented that there is a lot of repetitive information in the SR112, Clallam Bay/Seki, and Neah Bay brochures. She recommended that it would be a cost saving tactic to produce one brochure, print annually ... savings in print and in mailing. Michelle indicated that SR112 brochures will need to be reprinted next year. A committee will compare the content of all three brochures and cost savings. That information will be discussed at a meeting next fall.

Margaret reported that an article about the Joyce Museum efforts to preserve the history of railroading in the area appeared in a recent *Living on the Peninsula*. In the article, Margaret referred to the museum as the "welcome mat to Highway 112." Also reported, a man with local ties will bring a whale watching boat to the Port Angeles marina and start offering trips out across the Strait to watch humpbacks in our local waters. The first trip will be August 23rd. Eventually, he will be operating year round, hopefully from the City Pier.

Meeting Schedule ...

Next meeting April 28, Clallam Bay Sunsets West Co-op/dinner \$7.50 each
May 19 ... Neah Bay ~~ June 23 ... Joyce

The meeting was adjourned at 6:43 pm.
Minutes submitted by Sande Balch, Secy.

Juan de Fuca Scenic Byway Association
Monday, April 28, 2014
Sunsets West Co-op, Clallam Bay

Board Members Present: Ali Baker, Sande Balch, George Eastman, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, and Alex Stevens. **Absent:** Bud Denney, Diane Schostak.

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented with the addition of a couple of announcements.

Minutes ... Treasurer's Report ... Sande

The minutes of the March 24, 2014 Board of Directors meeting were approved as presented. (Carolyn/Alex)

Financial Report ... Sande

Checking account balance as of March 1, 2014 ... \$9,901.64

Checking account balance as of **March 31, 2014 ... \$10,106.24**

Deposits \$450.00 (membership dues)

Checks \$95.40 web hosting, \$150.00 Laurel Black Graphics for directory

CD Jan 1 ... balance \$1,052.42 ... interest 12¢ ... Mar 31 balance \$1052.54

April activity ... Deposits \$25 (membership) \$5000 (CI Co grant reimb.)

Checks \$1283.46 (Copy Cat replacement kiosk panels), \$9.80 (Sande

Balch ... membership renewals postage), \$100.00 (OPVB co-op

brochure distribution), \$ 570.51 (Olympic Printers, directory)

A first Quarter summary was also presented.

The financial report was accepted as presented. (Alex/Ali)

Sande also suggested considering purchasing a stamp for Accounts Payable that would remind the person keeping the financial records to record the check date/number/amount and the board meeting date when the expenditure was approved. (All past copies of minutes are available on the website, if needed to find the approval meeting date.) The cost at Olympic Stationers would be about \$37.25. The stamp purchase was approved. (Alex/Margaret). Sande will order the stamp from Olympic Stationers.

Membership and Renewals ... Sande

Sande reported that only one membership is unpaid at this time ... Strait Shots Espresso. A check was mailed, but not received. The check will be replaced.

One new member application was received ... Salt Creek Saloon and Grill, owners Jon and Cheryl Koenig. The membership was accepted (Alex/Carolyn). Sande will send out the membership packet and inquire as to having a meeting there this fall.

Juan de Fuca Scenic Byway Meeting Minutes ...4.28.2014 ... Page 2

Two other businesses with new owners that could be approached for membership are Sam's Mobile Home and RV Park in Clallam Bay now owned by Moody's Rentals and The Neah Bay Inn at Bullman Beach Excel Fishing Charters (formerly Kingfisher Inn and Charters) now owned by Tom and Dora Burlingame.

Milepost Business Directory ... Sande

The Milepost Business Directory has been completed with costs of \$150 paid for layout to Laurel Black Design and \$570.51 paid for printing to Olympic Printers. Michelle has begun distribution of the directory along with other brochures.

Milepost Newsletter ... Carolyn

The community newsletter has been completed and was mailed with the business directory copies to the membership. Ali asked that the hours for the Clallam Bay VIC be corrected and Joe asked about making the print larger so it would be easier to read.

FY 2011 grant update (Elwha booklet, kiosks, site plan) ... Michelle/Carolyn

ENTRANCE TREE ... Michelle showed the Board photos of the cedar tree for the entrance to the site kiosk. The tree was donated by Merrill and Ring. It was cut and loaded by Dave Edwards crew and is being stored at Hermann Brothers who will buck the tree to 20 feet and haul to the site for Clallam County. This was all done by donation, no cost to the project. Joe commented that the tree was harvested from the Last Creek area and dated back to about 1936. Joe will write a "story" about the tree for the interpretive site.

SITE PLAN ... Michelle showed us the completed site plans which are very detailed down to the brackets to install the interpretive panels. The only change was to move the whole structure forward a bit to satisfy engineering concerns.

A bike rack will be included in the site plan to encourage people traveling in that mode and perhaps taking advantage of the Adventure Route.

Michelle has been in communication with the Volunteer Coordinator for Clallam County trails and County properties concerning projects volunteers could help with ... the trail from the site north toward Hwy 112 is in bad repair and the area at the back side of the site needs to be brushed out creating access to other trails. The fence along the gorge also needs to be repaired.

ELWHA BOOKLET ... A copy of the draft layout of the booklet was reviewed briefly, looking at the style in general. More photos will be added as well as photo credits. When these items are completed and other changes requested by Michelle and Carolyn are made, the Board will be asked to look it over again.

PANELS ... The text for the interpretive panels will be taken from the information that makes up the booklet ... more photos, less text.

TILES ... Monday the Elwha School kids will work on painting tiles. A theme will be chosen with a selected color palette to give some continuity to the effort. Dry Creek and Crescent schools will also be involved in the tile project. Each tile will be numbered and names will be added to the finished tiles.

Juan de Fuca Scenic Byway Meeting Minutes ...4.28.2014 ... Page 3

FY2008 grant update (kiosk interpretive panels, web site) ... Michelle

Bruce Giddens is working on the Hwy 112 story panel ...last panel to be completed for the FY2008 grant project.

Duck Derby Preparations ... Sande

The Olympic Medical Center Foundation has been given seller instructions for Joe, Alex, Michelle and Jane at Sunsets West Co-op. Michelle has agreed to be the contact if there are questions ... or call the OMCF at 417.7144.

Other Business and Announcements ...

The Olympic National Park 4th Annual Forum is coming up.

The Whale Trail is going to California ... with 3 viewing areas signed up so far. Donna Sandstrom will travel with Eric Hoyt, "Adventures with Orcas in the North Pacific" author/researcher/lecturer. One of the nine stops will be in Port Angeles at the Red Lion, Thursday, May 8th at 7:00pm.

The first DVD of "The Return of the River" ... John Gussman, Elwha River film ... have been distributed to people/organizations who supported the development of the film. The final cut DVD's will be on sale in the near future.

Meeting Schedule ...

Next meeting May 19th at the Warmhouse Restaurant in Neah Bay. The Makah will host dinner for attendees.

The meeting was adjourned at 6:20 pm.
Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association
Monday, May 19, 2014
Warmhouse Restaurant, Neah Bay

Board Members Present: Ali Baker, Bud Denney, George Eastman, Carolyn Flint, Michelle Little, Joe Murray, and Margaret Owens. **Absent:** Sande Balch, Diane Schostak and Alex Stevens. Also Present: Mike Doherty, Clallam County Commissioner

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:05 p.m. The agenda was approved as presented.

Mike Doherty made a few comments at the beginning of the meeting:

Olympic Coast National Marine Sanctuary sometimes enters into partnerships which could be potential resources for JFSBA. They were able to help fund some of the Whale Trail displays in PA and along the Strait, even though their sanctuary is exclusively coastal, by building a discernible link between the two. This is worth keeping in mind for looking at subject matter and funding of future JFSBA projects. Carol Bernthal, Superintendent (360) 457-6622 ext. 11. E-mail: Carol.Bernthal@noaa.gov

Gov Inslee's Executive Order 14-01 established a tourism task force, so far, only businesses are in the group, however, this would be a good place to channel tourism information that the JFSBA is aware of. Mike suggested that Steve Tharinger could be our conduit to the group in the future.

Minutes ... Treasurer's Report ... Sande

The minutes of the April 28, 2014 Board of Directors meeting were approved as presented. (George/Ali)

Financial Report ... Sande written report

Checking account balance as of April 1, 2014 ... \$10,106.24

Checking account balance as of **April 30, 2014 ... \$10,056.35**

Checks \$49.89 postage membership mailing

The financial report was accepted as presented. (Michelle/Margaret)

Milepost Newsletter ... Carolyn

The draft milepost for visitors will be available to the board for review prior to the June board meeting.

FY 2011 grant update (Elwha booklet, kiosks, site plan) ... Michelle/Carolyn

SITE PLAN ... The updated plans are at the permit department at the County. They were submitted last Friday and should be approved this week.

ENTRANCE TREE ... The tree has been cut and delivered to an M&R yard in PA. It will be moved to a county yard as soon as Joe is able to arrange entrance to the yard. Pictures of the tree from Joe were passed around.

Juan de Fuca Scenic Byway Meeting Minutes ...5.19.2014 ... Page 2

CONTRACT ... The County Engineer has the contract ready to go so the bid should be out quickly.

VOLUNTEER WORK ... The volunteer coordinator for Clallam County brought volunteers out to work last Thursday. Carolyn visited and took pictures. The volunteers did small fence repairs, more will be needed. The river is barely visible, but that is not fixable.

SITE ... Long-term it would be ideal to site a walking trail directly south from the site to the Lower Dam Road and thence to the overlook trailhead. The county does not own all of the property that the trail would be on, and it is possible that there are archaeological sites that would need to be identified and protected. Joe offered to help site a proposed trail.

ELWHA BOOKLET ... Carolyn is still chasing photo releases for the booklet.

TILES ... Tile painting with the Elwha students went wonderfully.

NATUREBRIDGE ... Michelle, Carolyn, and Margaret attended Naturebridge and found the partners to be excited about our work. ONP will have a March opening of the Glines Canyon Interpretive Center. The association representatives were invited to liaison and to attend.

Other Business and Announcements ...

Visitor Guide ... Joe passed out an example of how to include the “working forest activities” in Olympic Peninsula visitor guides. He would like this added to the visitor guide. He may work with Michelle and other timber companies to start an independent website. Joe also commented that the visitor guide was not on the ferry. Margaret suggested that it may be because it is so large and it is not handed out like a 2-page brochure.

Pillar Point photo ... Joe has a picture of the view of Pillar Point from Rayonier’s clear cut. It shows a rainbow as well.

Mail ... Michelle has checked the mail and there were two postcards from Sande. She is clearly having a good time. Herb let her know that phones were hard to find to use her international calling card.

Thank you ... Margaret suggested we send a thank you to the Tribal Council.

Sekiu Fly In ... Ali announced there will be a fly-over the Swiftsure Sailboat Race and a Fly-in lunch on Memorial Day. All proceeds will be contributed to the Rocky Hinkle Memorial Scholarship Fund.

Hurricane Ridge ... Ali also announced that Hurricane Ridge will be closed 5am to 3pm from now until June 5th. No one will be working there over Memorial Day weekend.

Meeting Schedule ...

The next meeting will be June 23 at Family Kitchen in Joyce.

The meeting was adjourned at 5:50 pm.

Minutes submitted by Carolyn Flint, substitute secretary

Juan de Fuca Scenic Byway Association
Monday, June 23, 2014
Family Kitchen, Joyce

Board Members Present: Sande Balch, Bud Denney, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Ali Baker, George Eastman, Carolyn Flint. Also attending: Mike Doherty, County Commissioner

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was approved as presented with the addition of a request for funds for Clallam Bay-Sekiu Fun Days.

Minutes ... Treasurer's Report ... Sande

The minutes of the May 19, 2014 Board of Directors meeting were approved as presented. (Alex/Margaret)

Financial Report ...

Checking account balance as of May 1, 2014 ... \$13,117.58
Checking account balance as of **May 31, 2014 ... \$13,117.58**
Accounts Payable \$40.38 stamp for billing records
The financial report was accepted as presented. (Alex/Diane)

Milepost Newsletter ... Carolyn

Carolyn was not present, but Michelle reported that no newsletter has been prepared. All their available time and energy is being directed toward the grant project.

FY 2011 grant update (Elwha booklet, kiosks, site plan) ... Michelle/Carolyn

KIOSK TILES ... Students from the Elwha and Dry Creek and Crescent schools painted 275 tiles for use in the kiosk area. The schools appreciated the opportunity to participate. The kids were excited to be a part of the project and definitely had "buy in" because of their participation. The work was supervised by A-Glazing. The color palette and theme were set and work done on 6x6 tiles. Touch up will be done during the summer and names will be added. Great photos are available with a Peninsula College student filming the work.

BOOKLET ... Most changes have been completed with the credits page, photo credits, and the association page yet to be done. Carolyn did some editing and met with ONP and tribe again to be sure all were on board with the draft. Joe mentioned that there should be a legend for the map.

KIOSK PANELS ... There will be 14 panels containing a condensed version of the booklet. The material will be a high pressure laminate that will be durable and produce good photo quality. The company used is from Texas.

SITE PLAN ... The plans have been approved and a permit has been issued. Clallam County (Rich James and Ray) are finishing up the bid package for presentation. The plan is in Olympia awaiting state clearance which could take 4-6 weeks.

TREE ... The log/tree is ready to go

FY 2008 grant update (web site/kiosks) ... Michelle

Nothing new to report.

Great Strait Sale ... Sande

Sande requested board approval on the date of the Great Strait Sale (traditionally second Saturday in September). The proposed date of September 13, 2014 follows tradition. This was approved (Alex/Michelle). Sande will be confirming people to be site supervisors and locations for the sites at Clallam Bay and Neah Bay.

Funding request ... Ali (via Sande)

Ali had transportation issues and could not attend the meeting. Via a phone call, Ali requested \$200 assistance with Clallam Bay/Sekiun Fun Days. The money will be used for sanicans. This was approved with the submission of a required request form. (Alex/Michelle).

Meeting Dates ...

September 22 in Pysht or Clallam Bay

October 27 in Joyce

November 17 or 24 (Thanksgiving is on the 27th) in Pysht or Clallam Bay

December ... no meeting

Other Business and Announcements ...

Sande noted that Bob Bowlby of Pysht died the previous week on June 15th. The memorial service will be later in the summer.

Diane Schostak, OPVB, told us about the consumer research done by North Star Strategies. This information will drive the marketing decisions for ten years or more. The study was well thought out. It was found that the North Olympic Peninsula was under-known and under-utilized. We should be known as Moss-squatch territory. She announced the Tourism Summit to be held October 22nd at Fort Worden in Port Townsend.

Mike Doherty, County Commissioner, told us:

- the State Maritime Area Initiative will be announced June 30
- the sanican at the Elwha trail will be covered by ONP until the vault toilet is installed
- the Slip Point Lighthouse property is working through EPA clean-up (asbestos, lead paint). Our board/association is interested in access to this property and asked about a map with property lines and all the buildings indicated
- the Lions Club in Clallam Bay will work on a cooking area/wheelchair access and Clallam County will provide the funds (at Clallam County park? or Slip Point?)
- the Olympic Sanctuary will hold its quarterly meeting on July 25 at the courthouse

The meeting was adjourned at 6:15 pm.

Minutes submitted by Sande Balch, secretary

Juan de Fuca Scenic Byway Association
Monday, September 22, 2014
Sunsets West Co-op, Clallam Bay

Board Members Present: Ali Baker, Sande Balch, George Eastman (arrived late in meeting), Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens. **Absent:** Bud Denney, Diane Schostak, Alex Stevens.

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented.

Minutes ... Treasurer's Report ... Sande

The minutes of the June 23, 2014 Board of Directors meeting were approved as presented. (Michelle/Ali)

Financial Report ...

A check was drawn in July for \$112.00 to contribute toward the retirement fund/gift for Diane Schostak. This was approved by e-vote on July 23 with 8 of 10 board members responding all with a "YES" vote.

Checking account balance as of August 1, 2014 ... \$13,179.58

Checking account balance as of **August 31, 2014 ... \$13,259.58**

Accounts Payable \$40.38 stamp for billing records, \$200.00 for Fun Days to Clallam Bay Sekiu Chamber, \$144.95 for Great Strait Sale expenses.

A second quarter financial report was presented showing income and expenses for April 1st (balance \$10,106.24) through June 30th, 2014 (balance \$13,117.58). The balance for the CD as of June 30th is \$1,052.66.

Milepost Newsletter ... Carolyn

No newsletter has been prepared recently due to time being spent on the grant project.

FY 2011 grant update (Elwha booklet, kiosks, site plan) ... Michelle/Carolyn

SITE ... The plan went out to bid on September 2nd. Bids will be opened by commissioners at their September 30th meeting. A contractor will be chosen and they should start asap (permits are already approved). Sixty working days are allowed to complete the project. Carolyn had the site visual on her computer and could show us what the kiosk will look like from all angles.

We are responsible to prepare (or have someone prepare) and provide the tiles, panels and the tree for entrance.

KIOSK TILES ... Nearly 300 tiles are ready to be fired with the student names on them. Michelle and Carolyn would like the board members to also paint tiles to be included in the project. They will attempt to meet with people in the next two weeks.

KIOSK PANELS ... Designated information for panels is being developed from the booklet research. The will be visual/photos on 4x6 ft panels. Photo images will be used on

Juan de Fuca Scenic Byway Meeting Minutes ...9.22.2014 ... Page 2

several outside panels so they are easily seen without approaching (some have gravel rather than concrete sidewalks so will not be ADA accessible). Comments made by the board were that the law does not require having 100% of a facility ADA accessible and that images should tell the location for our travelers (maybe a photo strip could be on the entrance Hwy 112 panels that identify all the images used on outside locations).

The contractor list for panel construction is being narrowed down. Bailey Signs in Port Angeles is the lowest bidder and are on the approved vendor list.

The outside panels at the entrance will have a byway map and information on how to navigate the byway and points of interest along the byway. There will also be credits for the photos on these panels.

Maintenance has not yet been determined ... whether it be managed by County Roads or County Parks and work done by County employees or volunteers/adoption group. The site could be promoted as a meeting/class/activity area thinking that it would be good use of the site and that more activity (especially outside summer months) may result in less vandalism.

TREE ... The log/tree is at Hermann Brothers. There was a misunderstanding about who was to move the tree to another location in order to strip the bark (or move it directly to the building site so it only has to be moved once). After some discussion, Joe agreed to attempt to find a truck to move the log. Joe will be in touch with Carolyn and Michelle.

BOOKLET ... Copies of the booklet made by Carolyn on her computer were distributed. They adopted a style guide to maintain consistency throughout the booklet. Any corrections, comments, or questions should be sent to Michelle and Carolyn. The deadline for any input is October 15th.

Michelle commented that the first booklets off the press will go to a select group of people who have partnered on the project and/or provided invaluable assistance in research and/or photos. Michelle and Carolyn would like to create nice certificates of appreciation for all those involved. This will require association funds for printing.

A storage area for the back-up panels (about 21 panels) will be needed. Carolyn is working on a wheeled unit to hold and protect the panels. It is not known if the County will want to store them or require that they be stored at the County. Ali Baker is sure they could make room at the VIC in Clallam Bay where the panels would be safe.

FY 2008 grant update (web site/kiosks) ... Michelle

INTERPRETIVE PANELS ... The draft for the Hwy 112 history panel is being worked on. Margaret will be asked for any details she can provide concerning the road. The Historical Logging panel is completed. Both panels will be installed at Pillar Point.

ACTIVITY BOOK ... Michelle will check into print and binding/staple costs for the booklet. Separate pages could be printed and handed out by businesses etc. Booklets could be sold for a suggested donation cost. Elwha Dam RV Park, Depot Museum, Clallam Bay VIC would be a few of the good spots for distribution. Money received could be used to reprint the booklets when needed.

Great Strait Sale ... Sande

The written report for the Great Strait Sale showed income of \$301.13 (sale of ads and sales of donated items) and expenses totaled \$144.95 (classified newspaper ads, mailing and printing costs). It was approved to reimburse Sande for the event expenses in the amount of \$144.95. (Ali/Carolyn)

There were 13 advertised sales, but a total of about 65 sales from Dan Kelly Road to Neah Bay. The number of sellers and the response in numbers of buyers was increased this year. The nice weather made the event much more fun as well.

The overall net income for this event (7 years 2008 through 2014) is \$417.19. Sande noted that we purchased 100 signs (one color) in 2008 and are now out of signs which are given to people who buy an ad on the flier and used at the community sites. She suggested we consider purchasing new signs in two colors (previously the border and lettering had been hand colored). The cost (not including set up and tax) would be 100/\$241.85, (\$2.42 each), 200/\$299.00 (\$1.50 each), 250/\$328.65 (\$1.31 each). It was approved to have Sande order 250 2-color signs (yellow and black) from Olympic Printers. (Michelle/Ali).

Margaret mentioned that 2015 will be the 100th anniversary of the Depot, built by the Chicago, Milwaukee, St. Paul Railroad. The celebration date has not yet been set, but the weekend of the Great Strait Sale is being considered.

Membership renewals/member drive ... Sande

Sande noted that the Salt Creek Saloon and Grill was closed in July and the membership dropped. Notices for membership renewals will be sent out late October into November.

Consolidation of Brochures ...

The idea of consolidating the Hwy 112, Clallam Bay-Sekiu, and Neah Bay brochures will be discussed at a later meeting. Michelle handed out copies of the three brochures as well as the Milepost Business Directory for board members to review. The Hwy 112 and the Clallam Bay-Sekiu brochures will need to be restocked soon.

Board and Officer Nominations ... Alex (Sande)

Terms expire December 31, 2014 for Bud, Michelle, Ali, Sande. Alex will be checking with each director to determine if the intent is to agree to continue on the board if approved. Diane Schostak has one more year on her term and requested to be allowed to remain on the board. She will attend meetings when possible. George Eastman will be moving to a Neah Bay church position and will also remain on the board (term expires 2016). Alex will be/is looking for someone to fill the office of treasurer for association.

Impact of changes at OPVB ... Sande

Changes in staff at the OPVB will require that we be helpful to the new staff and work to keep the OPVB informed of our activities and needs. Ali and Margaret are on the OPVB board as well as ours which will keep communication open.

Festival of Trees ... Sande

Joe Murray (M&R Pysht Tree Farm) will offer the guided tour/lunch as in previous years. Sande will check with Bud Denney for information on Makah Tribal participation.

Juan de Fuca Scenic Byway Meeting Minutes ...9.22.2014 ... Page 4

November Meeting Date ... The November meeting will be held on November 17th at Pysht Tree Farm Lodge. The meal will be a potluck. Sande will organize by email.

Other Business/Announcements ...

Scenic Byway Conference at Sleeping Lady in Leavenworth ... September 25/26

Since no one from our board is able to attend this conference, it was approved to provide a \$75 stipend for travel expenses to Christina Pavarnik, Port Townsend, and ask that she provide a personal or written report to the association.

(Ali/Carolyn)

Tourism Summit at Fort Worden, Port Townsend ... October 22

Ali will be attending the summit paid by the Clallam Bay-Sekiu Chamber. It was approved to pay for one/two people to attend the event. (Carolyn/Margaret) Sande and Margaret are considering attending. A report will be provided by those who attend.

Next Meeting ... October 27, 2014 at Blackberry Café

November 17 ... Pysht Tree Farm Lodge ... POTLUCK

No meeting in December

Adjourn Board of Directors Meeting

The meeting was adjourned at 7:05 pm.

Minutes submitted by Sande Balch, secretary

Juan de Fuca Scenic Byway Association
Monday, October 27, 2014
Sunsets West Co-op, Clallam Bay

Board Members Present: Ali Baker, Sande Balch, Carolyn Flint, Michelle Little, Margaret Owens, Alex Stevens. **Absent:** George Eastman, Bud Denney, Joe Murray, Diane Schostak. **Guests:** Melissa Corey and Christina Pavarnik.

5:00 p.m. Board of Directors Meeting

Agenda ...

The Board of Directors meeting was called to order by Vice President Alex Stevens at 5:08 p.m. The agenda was approved as presented. (Ali/Margaret)

Our guests were introduced ... Melissa Corey (Joyce resident who is thinking about joining the association and board) and Christina Pavarnik (Port Townsend).

Minutes ... Treasurer's Report ... Sande

The minutes of the September 22, 2014 Board of Directors meeting were approved as presented. (Michelle/Carolyn)

Financial Report/3rd Qtr. summary ... Sande

Balance as of July 1, 2014 ... \$13,117.58

Balance as of September 30, 2014 ... \$13,125.38

Checks outstanding ... \$75/Byway Conference, \$75/Tourism Summit
\$388.78/Great Strait Sale signs

CD Balance as of September 30, 2014 ... \$1,052.78

SAM registration update completed September 19, 2014

State corporation registration due in November \$10

The treasurer's report was approved . (Carolyn/Ali)

Scenic Byways Workshop/Sleeping Lady, Leavenworth ... September 25/26

Report from Christina Pavarnik, Port Townsend ... representing our byways
Christina presented a written report on the workshop ... "Connecting the Dots" with 40+ people representing the 29 scenic byways in Washington State. She called our scenic byways the "call to action, to hit the road and GO!" Sessions were held concerning leveraging small budgets to market rural communities, a target market who responds to local food/talent/ businesses, blogging/social media, pitching stories to tv, improving photo assets, and much more. We will possibly see an annual event in a central state location.

A keynote speaker told us to put people in the experience. Don't have photos of people out on the water in a kayak, take pictures from the perspective of the person in the kayak.

Marcus Yearout (coordinator of the workshop with the ScenicWA.com team) summed up the workshop saying, "Combining vision and resources to market the entire byway experience will benefit consumers as well as every single community on the route."

Grant FY2011(Elwha Gateway) update ... Michelle/Carolyn

Bids ... All available bids were to be opened at the September 30th commissioners meeting. When the envelope was called for to be opened, there were NO bids submitted.

Mike Doherty spoke to Rich James in the audience and requested that he along with Michelle and Carolyn work to figure out why there were no bids so that it could be put out again with better success.

Carolyn and the architect surveyed contractors to see why they did not bid the job. Several reasons came up ... ** contractors were very busy this summer so to review and bid on a job was difficult to work into their schedule ... ** the property was gated so there was no apparent access to the property to look it over ... ** the project was not clearly a road project so some didn't look at it thinking it was a park project ... ** the completion time of 60 days was too short for the time of year/weather.

The bid was fine tuned and small errors in the bid package and plans were corrected as long as there was the opportunity to do so. The project will go out to bid again in 2-3 weeks. As long as the bid is locked in for the calendar year 2014, the work can continue into the next year. The completion date is set for May 31. This will be in time for the major part of the 2015 summer season.

Booklet ... Carolyn thanked everyone for comments to the booklet, about 150 changes/corrections/comments were received. They developed a spreadsheet to organize the comments and then put all changes onto mockup worksheets for Laurel. There are 28 pages total to work with. Seven pages at a time are being completed and sent to Laurel. The first seven are ready now. There is some urgency in getting these changes made so that Laurel can reach her next benchmark for payment which is a print ready booklet.

Tiles ... Tiles have been painted, names added to them (first name, last initial), and are ready to be fired. They will be installed under panel areas so they can be seen when viewing the panel, but not on the walk area. There will also be some tiles installed in the recesses of the concrete posts.

Grant FY2008 (web site/kiosks) update ... Michelle

Travel Itineraries ... Laurel is getting closer to completion with these.

Website Video ... John Gussman is still working on this, but has been VERY busy.

Interpretive Panels ... The last panel to be developed, SR112 highway history, is making progress. The content is in place. Historical photos are being researched for the panel now. Ali mentioned that she has a lot of photos of the early days of the west end at the visitor center. She will look through them to see if any pertain specifically to the highway.

Activity Book ... Michelle presented one estimate for printing the booklet and will try to get at least one more before the next meeting. There was some discussion as to how sales or donation of the booklets would work. Michelle will work out a "plan" for use/distribution/sales of the booklets/pages to present at the next meeting for discussion.

60# stock ... 250/\$1.17ea. \$293.00 ... 1000/\$.96ea. \$965.00

20# stock ... 250/\$1.02ea. \$256.00 ... 1000/\$.89ea. \$815.00

This quote was for black/white cover, stapled.

It was suggested that the inside activity pages could be 20# stock while it might be nice to have a heavier cover stock. If the cover front/back is to be a black/white image, it might be nice to print it on a color, heavier paper.

Tourism Summit/Fort Worden, Port Townsend ... October 22

Reports from Sande Balch and Ali Baker

Sande and Ali attended the Tourism Summit in Port Townsend. Sande presented a written report with highlights of the information sessions and key speakers. The theme was "Orchestrating Tourism Together" and was carried through on the program, décor, and included a string quartet playing at the opening of the summit. Christina Parvarnik, Port Townsend hostess, commented that we all have our individual parts (in music, in tourism) but when the parts come together it becomes a symphony. The Mayor of Port Townsend greeted us and reminded us that we work with a beautiful product here on the Olympic Peninsula ... he called tourism, the tourism marketing effort, and the natural surroundings, "The Science of Awe".

Sessions included OPVB/OPTC updates, Washington Filmworks on the economic impact of film production in Washington State, North Star Destination Strategies on the newly completed OP branding strategy and how to use that strategy to engage customers, a panel on development of Tourism Promotion Areas, Miles Media on trends in digital marketing and Visit Seattle on evolving a consumer friendly brand.

Two special speakers were Mick Dodge of the new National Geographic series, "The Legend of Mick Dodge," filmed in the Hoh River Valley and Congressman Derek Kilmer, Washington's 6th District.

The event closed with the first annual "Tourism Innovation Award." The award was presented to Diane Schostak, retired OPVB Director and member of our board.

Board and officer nominations ... Alex

Four board members have terms expiring at the end of the year. Alex asked those present if they are willing to continue on the board. Ali, Michelle, and Sande all replied that they would remain on the board. Alex will contact Bud Denney for confirmation of his position. Alex also commented that he is still in search of a person to take the office of treasurer.

Great Strait Sale ... Sande

More and more comments keep coming in concerning the success of the Great Strait Sale this year. The event is becoming better known for sellers as well as buyers. More shoppers are planning the day or a weekend in the area to attend the sales and more people are holding their sales for the Great Strait Sale weekend.

New signs were ordered, delivered, and paid for this month ... 250 two-color (black and yellow) 11x14" signs from Olympic Printers. The total cost was \$388.78.

Membership renewals/member drive ... Sande

A few membership renewals have already been received. Sande will send out email renewal forms early November and follow with reminders (then letters and/or phone calls as needed) to Associate and Sponsor members. Community members will receive emails or letters reminding them of the benefits of being a paid member and offering them the opportunity to upgrade.

Consolidation of brochures ... Michelle

Clallam Bay-Seki and Neah Bay are in the process of reordering brochures and Hwy 112 must do the same before spring. All are ordering a 2-year supply. Sande noted

Juan de Fuca Scenic Byway Meeting Minutes ... 10.27.2014 ... Page 4

that two people had expressed concern about combining brochures for fear that each would lose its identity. Negotiating such a change would also require long sessions of discussion even if the three parties were in favor of such a move. This idea had been discussed as a way to save money for all three entities.

It was decided that it would be better to order our brochures and enter into a discussion with all parties concerning a co-operative effort to promote the entire Strait of Juan de Fuca and its communities by linking to web sites and including mention/contact info on all brochures for the other communities. Michelle suggested that it would be good to work together as the Strait of Juan de Fuca and check information included on web sites and brochures to be sure the comments/information is correct. Carolyn suggested creating a folder that would include all the Strait of Juan de Fuca brochures.

It was approved to have Michelle write a Tourism Enhancement Grant application for assistance in updating and printing a 2 year supply of brochures. (Carolyn/Alex)

Festival of Trees ... Sande

The premium package has been put together and will be delivered to OMF this week. Merrill and Ring will offer a Pysht Tree Farm Tour and lunch for four. The Makah Tribe will offer 2 cabins/2 nights each at Hobuck, 2 pizzas, and four tickets to the Makah Museum. The value of the total package is \$572.

Other Business and Announcements ...

Sande announced that the documentary film "Return of the River" won several awards at film festivals and other venues. The film was accepted at eight film festivals.

Film Impact Award ... Port Townsend Film Festival

Audience Choice Feature Documentary ... Port Townsend Film Festival

Best International Documentary Film ... Kuala Lumpur Eco Film Festival, Malaysia

Best Eco Cinema Award ... Wine Country Film Festival, California

Outstanding Movie Narration ... Voice Arts Awards

Film narrator, Debbe Hirata, Voice of the river

There was a discussion concerning making some kind of link/reference to the film at our interpretive center. We decided that would not be acceptable since it is county property. But we can include some kind of reference, information, link on our web site. Michelle will check into this.

Next meeting ... November 17 ... Pysht Tree Farm Lodge ... **Potluck** ... Sande will set up the "planned" potluck by emails/phone calls.

Meeting Adjourned at 6:45 p.m.

Minutes submitted by Secretary, Sande Balch

Juan de Fuca Scenic Byway Association
Monday, November 17, 2014
Pysht Tree Farm Lodge

Board Members Present: Ali Baker, Sande Balch, Bud Denney, George Eastman, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens. **Absent:** Diane Schostak, Alex Stevens.

5:00 p.m. Board of Directors Meeting (potluck dinner)

Agenda ...

The Board of Directors meeting was called to order by President Joe Murray at 5:15 p.m. The agenda was approved as presented.

Minutes ... Treasurer's Report ... Sande

The minutes of the October 27, 2014 Board of Directors meeting were approved as presented. (Michelle/Ali)

Balance as of September 30, 2014 ... \$13,125.38

Balance as of October 31, 2014 ... \$12,636.60

November activity ... Ck 2046 State registration \$10, Ck 2047 Joyce Bible

Church \$500.00, Deposit \$125 Memberships, Deposit \$275 Memberships

Payment due January ... Clallam Bay/Sekiu dues (\$60), Clallam Bay VIC phone (\$600), National Scenic Byway Foundation dues (\$150)

IRS report is due January 1- May 15. Sande will make the report in January.

The treasurer's report and bill payments in January were approved . (George/Carolyn)

Grant FY2011(Elwha Gateway) update ... Michelle/Carolyn

Bids ... The bid announcement will go out this week. Bids are due in by December 15th or 16th. The contract will be awarded in January with a completion date by the end of May. The plans and package were adjusted in the interim including adding the installation of the tiles and concrete work. Access to the property on foot or to drive in will be made available to anyone interested in bidding the job.

Log ... The log is safely stored at Hermann Bros. situated on gravel so it will not get damaged. Joe will make arrangements to move it to the building site when required.

Booklet ... The changes to the booklet are nearly completed. Photo credits and permissions for over 70 photos has taken considerable time, but the photos can be used for the booklet and the interpretive panels so this process will not need to be repeated.

Grant FY2008 (web site/kiosks) update ... Michelle

No update

Activity Book Printing Costs and Plan ... Michelle

No report

Board and officer nominations ... Alex was absent.

Four board positions terms expire at the end of this year ... Bud, Michelle, Sande and Ali. All have consented to be on the ballot for an additional 3-year term. Sande will pass that information on to Alex.

Joyce Tree Lighting project ... Sande

The e-vote for supporting the Joyce Tree Lighting project received votes from all ten board members ... all yes. The event is sponsored by Joyce Bible Church and the stand for the tree is on church property. The event is an all-community event. The 40ft. tree, building of the permanent stand, and the boom truck and time to situate, decorate/undecorate the tree are all being donated. Light strings and decorations can be donated or will be purchased if necessary. The church will foot the electrical bill. The money JFSBA contributed will be used toward installing the permanent electrical connection. The tree lighting event will be Friday, December 5th.

OPVB Tourism Enhancement Grant for brochures ... Michelle

Michelle reported that a 2 year supply of 15,000 brochures would cost \$3,200 plus tax and set up/update ... total about \$4,000. Ali questioned why the cost was so high as the Clallam Bay/Seki brochure is costing \$3,148 for 30,000 copies on 80# paper. It may be the selection of printer, type and/or weight of paper, the folds, size etc. Michelle will check with Laurel to determine if the cost can be reduced in some way that will not diminish the quality of images or the paper longevity/durability. Michelle also estimated the postage costs for a year to be about \$200.

The application for the OPVB Tourism Enhancement Grant must be turned in next month in order to be considered for funding at the January OPVB meeting.

The motion was made to allow Michelle to offer up to \$1000 to partner in the project to update and print 15,000 brochures. This was approved. (Carolyn/Margaret).

Meeting Schedule Jan-June 2015 ... Sande

Jan 26/Joyce Blackberry Cafe, Feb 23/Pysht, Mar 23/Joyce, April 27/Clallam Bay
May 18/Neah Bay, June 22/Joyce

This meeting schedule with locations was approved.

Festival of Trees ...

The Festival of Trees events begin the Friday following Thanksgiving.

Other Business and Announcements ...

Sande announced that the documentary film "Return of the River" has received additional awards ...

Outstanding Movie Narration ... Voice Arts Awards

Film narrator, Debbe Hirata, Voice of the river

Best Environmental Activism Award ... Adventure Film Festival ... Boulder, CO

Audience Choice Award ... Friday Harbor Film Festival ... Friday Harbor, WA

Best Local Hero Award ... Friday Harbor Film Festival ... Friday Harbor, WA

Quote on *Sunday Morning* show November 16th by David Edelstein, film critic. He was very impressed with the documentaries at the DocNYC event in New York City.

"I know I sound like a salesman, not a critic ... I am! You maybe watch dumb reality shows which, newsflash, turn reality into a sideshow. Why not seek out filmmakers who illuminate rather than distort. I want them to rock your world, too!"

Meeting Adjourned at 6:15 p.m. Minutes submitted by Secretary, Sande Balch.