

Juan de Fuca Scenic Byway Association Monday, February 27, 2017 ... Joyce Blackberry Café

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

Annual Membership Meeting

3:05 p.m ... Convene Annual Membership Meeting

The annual membership meeting was called to order by President Joe Murray. No members other than directors were present. Alex Stevens, Margaret Owens, George Eastman have all consented to renew their terms on the Board which will run January 1, 2017 through December 31, 2019, three years. Conflict of Interest and Electronic Communication forms were signed by directors present. The Annual Membership meeting was adjourned at 3:06 p.m.

Board of Directors Meeting

3:06 p.m ... Convene Board of Directors Meeting

Election of Board of Director Officers: The Board of Directors meeting was called to order by President Joe Murray. Alex nominated the current board members to be elected again for 2017: President: Joe Murray, Vice President: Alex Stevens, Secretary: Sande Balch, Acting Treasurer: Sande Balch. Approved. (Alex/Ali).

Agenda/Minutes: The agenda was approved with the following additions of OPTC brochure mailings, Bike map, Fun Days. The minutes of the November 21, 2016 meeting were approved. (Alex/Michelle).

Financial Reports: Sande presented the 4th quarter 2016 financial report as well as the 2016 annual financial summary. Balances at the end of 2016 were \$13,442.22 in checking and \$1,053.89 in the CD. January records showed membership deposits totaling \$625 and checks written for NSBF membership/\$150, Clallam Bay/Seki Chamber membership/\$75, Clallam Bay Visitor Center/\$600. Sande also noted that the 2015 IRS report had been filed and accepted on February 15, 2017. The financial reports were accepted (Alex/Margaret).

Requests for Reimbursements:

- Michelle ... Website hosting/Newtek ... \$95.40 ... (Alex/Ali)
- Michelle ... Broom for Elwha Interpretive Center ... \$11.49 ... (Alex/Ali)
- Sande ... Storage rental insurance ... \$21.42 ... (Alex/Margaret)
- Sande ... Post office box rent ... \$48.00 ... (Alex/Margaret)
- Sande ... Envelopes for membership mailings ... \$12.66 ... (Alex/Margaret)
- Sande ... Labels for membership mailings ... \$11.83 ... (Alex/Margaret)

Report ... Grant FY 2008 (web site/kiosks) ... Michelle:

The kiosk panels have been finalized, are ready to print and should be installed this spring.

Report ... Grant FY 2011 (Elwha Interpretive Center) ... Michelle:

The grant is closed, but still waiting for a financial report/summary from Clallam County so the grant record book can be completed and filed.

Report ... Membership Drive/New Members ... Sande:

Letters were sent out to the entire membership on Jan 3rd ... emails/calls follow-up Feb 12-15th. \$100 not paid ... Van Riper's, Salt Creek, Angel Crest, Mason's \$25 not paid ... Makah (7), Considerations, Family Kitchen, Bay Motel, Droogee's, Engels, Norton. Most have been contacted and will submit payment soon.

Members removed ... Patti's Property Management, Joyce Barber Shop, Sam's

New member ... waiting for application from The Breakwater Restaurant new owners

Business changes ... Weel Road Deli is now Hess Mart with Hess'Spresso ... and gas and mini storage units.

Ali mentioned that Ray's Grocery has sold and she will contact the new owner for membership and will also contact Mason's.

It was also brought to our attention that the Salt Creek has opened again. Sande will contact.

Membership Business Directory ... Sande:

Sande questioned if we are putting the business directory to good use for the cost of printing. Michelle said that there are only about 375 directories remaining. Port Angeles and Sequim visitor centers each use about 200-250 per year. Clallam Bay Visitor Center, Depot Museum, Sunsets Co-op hand them out to travelers. Michelle puts a few in each of the brochure mailings throughout the year. Ali suggested that she could take them to OPTC meetings to hand out as needed/requested. It was agreed that there is a need for the printed brochure, so Sande will continue to update and get the process moving for the 2017 edition.

Report ... LTAC committee update on grant applications ... Sande:

Sande reported that the new LTAC bylaws are not online, but if anyone would like a copy it can be emailed. The funding application/guidelines is online. This committee needs two more members: one collector of the lodging tax and one a potential spender/recipient of the funds.

The following funding recommendations were made at the January 24th meeting ...

Feiro Marine Life Center ... Capital Campaign Marketing Study ... \$54,000

Dungeness River Audubon Center ... Operations gap ... \$69,710

Sequim Picklers ... Pickleball Complex Carrie Blake Park ... \$34,000

Peninsula Area Public Access ... Films for historic locations ... \$18,000

Dungeness River Audubon Center ... birding tours van/ins ... not appropriate use

Light Me Up Productions ... film on location at Lake Crescent ... not appropriate use

Clallam County ODT ... Hwy 112 to Lake Crescent ... requested more specific detail on cost to complete needed bridges and rock work at outset

LTAC will meet again March 28th to discuss final income results and remaining projects.

Report ... Clallam Bay Lighthouse project update ... Ali

There was nothing new to report.

Clallam Bay/Sekiu Fun Days ... Ali

A "Music in the Park" event is planned for the festival this year. Ali asked if the Association would be able to support the expanded program in some way. She will come back with more specific information at the next meeting.

Report ... Visitor Information ~ Forestry App project ... Joe

Joe shared a preliminary draft of the information that might be available on the app. He will email a copy to us to look at more closely and make comments.

Discussion ... Deer Park Storage ... Sande

The rent for storage will increase in May from \$54.50 to \$57.50 per month. Insurance is required at \$8.00 per month if the renter does not have proof of insurance. The rent is due on March 17th ... 3 months with insurance is \$190.50 and 6 months with insurance is \$387.00. There was some discussion concerning the cost of storage and other options. It was approved to pay for the six months while we explore other options for storage.

Discussion ... Great Strait Sale ... 10-year birthday party ... Ali and Sande

This will be the 10th year of the Great Strait Sale. A suggestion was to present music at each of the three community sites and come up with a marketable "birthday party" theme to attract sellers and buyers. We will continue to think this through before the summer promotion of the sale begins. Sande also noted that someone else needs to take over the Joyce Site Supervisor role as the physical job is more than she can accomplish anymore. She suggested that Michelle, Margaret and perhaps Alex are all at the event and asked if they would think about taking this on.

Sande is willing to continue doing the media, promotion, and flyer ads for the event.

Discussion ... Planning for the Future of JFSBA ... Some time (perhaps a separate dedicated meeting) needs to be spent discussing future goals, emphases, and a means to support any projects.

Discussion ... Meeting Schedule ... All meetings through June will be held in the Joyce area ... Family Kitchen, Blackberry Café, Elwha Dam RV, (Salt Creek?) ... at 3:pm. The dates will be March 28, April 25, May 23, June 27.

OPTC brochure mailing to VIC ... Michelle ... It was approved to participate in this mailing at a cost of \$110 and 230 pieces to mail. (Alex/Margaret) It was also approved to allow up to \$200 for postage for Michelle to respond to further requests for brochures. (Alex/Margaret)

Ali will check on the cost and process for mailing our brochures out to consumer requests through the OPVB (perhaps just for a prime month of planning ... April ... rather than all year).

Biking map ... Michelle

Michelle received an inquiry as to our possible participation in supporting the cost of printing an Olympic Bike Trail map again. Michelle will check to see if the map is the east or west side of the county. We will discuss this at a future meeting.

Hwy 101 road work ... Lake Crescent ...

Sande noted that a list of scheduled road work was in the Forks Forum, several locations in addition to the Hwy 101 Lake Crescent work. The Lodging Tax (LTAC) group is holding some money back in case there is need of some major media work to help the traveling public. The OPVB is prepared to work with all partners to send a strong message of welcome and how to get through/around all the road work.

It was suggested that perhaps there should be a prize for any traveler who actually finds his/her destination/manages to arrive!

Road work projects listed in the paper:

Hwy 101 ... Lake Crescent road work 3 year project starts this year ... March to mid-November

Elwha Bridge Hwy 101

SR112 chip/seal ... 3-4 months starting in April

Nordstrom Creek/culvert ... July – September

SR112 slide repair ... closer to Neah Bay ... late summer/early fall

SR113 Beaver Creek bridge deck repair 2 mi north of 101/113 intersection ... 3 weeks summer

Hwy 101 ... two Sol Duc River bridges ... painting ... one lane most of summer

Adjourned 4:30 pm (Alex/Margaret)

Next meeting March 27 at 3:00 in Joyce (location to be announced later)

Monday, April 24, 2017 ... Elwha Dam RV Park

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

Board of Directors Meeting

3:00 p.m ... Convene Board of Directors Meeting

Agenda/Minutes: The agenda was approved with the following additions of IPW participation, OPTC brochure mailings, Fun Days, Great Strait Sale. The minutes of the February 27, 2017 meeting were approved. (Alex/Ali).

Financial Reports: Sande presented the 1st quarter 2017 financial report. The balance forward January 1, 2017 was \$13,442.22 ... balance ending was \$13,340.12. E-votes approved the following expenditures: Supply 1600 brochures for OPTC mailings (\$.23 per piece) ... \$24.90 to purchase additional checks (quantity 100). Accepted as FYI.

Report ... Membership Renewals/New Members ... Sande

Four members are committed to renewal but not yet paid ... \$100 Van Rippers, \$25 each Considerations, Bay Motel, Droogee's Drums.

New Member Application: The Breakwater Restaurant/Adam and Janet Campbell \$100 Sponsor Level. The application for membership was accepted. (George/Ali)

Biking Map ... The Peninsula Trails Coalition applied for \$2000 in funding for an update and printing of the "Eastern Clallam County" biking map. The budget for the project is \$5900. PTC has received \$4000 from a OPVB Tourism Enhancement Grant. It was agreed to fund \$500 for the project with the following requests: Change the title from Eastern to Central Clallam County, include the Lyre River Land Trust on the map, provide copies of the map to the scenic byway distribution points: Clallam Bay Visitor Center and Depot Museum. Approved (Alex/Ali)

Report ... Membership Directory ... Sande

The directory has been printed (\$200 Laurel Black for updates and \$601.62 Olympic Printers for printing quantity of 2000) and delivered.

Report ... Deer Park Storage ... Sande

The Board authorized payment of six months' storage rent. Three months have been paid (due again June 17th) hoping to have stored items moved to the Clallam Bay Visitor Center and a system in place for access before June 17th. We have to give Deer Park at least 10 days notice to vacate. If we need to stay longer, we will pay by the month as rent is not refundable.

Report ... Duck Derby ... Sande

Duck Derby Sales are April 21 through May 20 ... the race is Sunday May 21st. Sande will sell at Safeway and Alex will sell at Joyce General.

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Report ... Lodging Tax Committee/LTAC ... Sande

LTAC recommended a payment of \$105,000 from LTAC funds to Clallam County for an Olympic Discovery Trail single bridge/abutments off Hwy 112 segment that will connect to Lake Crescent.

International PowWow ... Sande

We have the opportunity to participate in the marketing by Washington Tourism Alliance at the International PowWow again this year. Our brochure and two photos can be added to the thumb drive they distribute to international tour interests. They will give us the membership rate (based on OPVB membership ... and because we are a non-profit) of \$75. Approved (Ali/Alex).

Fun Days ... Ali

Ali updated us on the plans for the music festival for Fun Days. The budget is \$12,000 to get the event established. Ali is working on getting partners (perhaps paid ads on program, First Federal community grant, OPVB grant, Chito Beach and Brian's Photo donations). Ali requested \$500 from our organization. Approved (Alex/Margaret).

Great Strait Sale ... Ali

Ali has a Bluegrass group for music at the Clallam Bay site. She is also certain that the Lion's Club would offer hot dogs and hamburgers for sale. Sande will work on music for the Joyce location and contact Neah Bay to see if they can offer music as well.

OPVB direct request mailings ... Michelle

800 brochures have been delivered to date by the OPVB direct mailing process. Michelle will deliver another 800 brochures. Michelle has mailed 200 brochures total to six different visitor information centers in Washington.

Forestry App ... Joe

Joe will send a copy of the Forestry App to our board for comment.

Next Meeting ... Sande

The next meeting will be May 22 (4th Monday and earlier than Memorial Day weekend). Sande will secure a location in the Joyce area for the meeting.

Meeting adjourned at 4:00 p.m. Planning session for JFSBA to follow.

Juan de Fuca Scenic Byway Association

Monday, May 22, 2017 ... Elwha River Interpretive Center

Board Members Present: Ali Baker, Sande Balch, Margaret Owens, Alex Stevens.

Absent: Bud Denney, George Eastman, Michelle Little, Joe Murray.

Board of Directors Meeting

3:06 p.m ... Convene Board of Directors Meeting ... The meeting was called to order by Vice President Alex Stevens. It was noted that there was not a quorum in attendance so no action can be taken at this meeting.

Agenda/Minutes: Both were reviewed and no questions were presented.

The April minutes will be presented for approval at the June meeting.

Financial Reports: Sande presented the financial report. There were no questions.

April beginning balance ... \$13,340.12

April financial activity ... Withdrawal \$24.90 Check order ... Checks \$200.00 Laurel Black/directory, \$601.62 Olympic Printers/directory, \$500.00 Peninsula Trails Coalition/bike map, \$75.00 Washington Tourism Alliance/PowWow ... Income \$300.00 membership

April ending balance ... \$12,238.60

May activity ... Income \$125.00/membership ... Check \$211.37 OPTC brochure mailing

Report ... Duck Derby ... Sande

The sales were poor at the second Safeway Lincoln Street location for Sande. Alex found that the poor/wet weather meant there were fewer people out and about in Joyce.

Great Strait Sale ... Sande

Formal approval will be requested at the June meeting for the date of September 9th ... which is already advertised.

Possible reports/updates/discussion ...

- Great Strait Sale 10 year celebration ...

- Fun Days Music in the Park ... Budget of \$12,000

- Clallam Bay Lighthouse project ...

- Forestry App project/visitor information ... respond to Joe's request for comments

- Updates on FY2008 grant interpretive kiosks ...

- FY2011 grant final financial report ...

Other Business ...

Ali reported that a Hydrophone will be installed at Chito Beach ... 1000 feet out.

Next Meeting ... May 22nd at 3pm in the Joyce area. Sande will set up and notify the board.

Meeting adjourned at 3:45 p.m. Planning session for JFSBA to follow.

Notes on Planning session ... April 24, 2017

Concerning potential upcoming projects:

The broom was stolen from the interpretive center!

Michelle commented at the last meeting that finishing the planting/plant interpretation/landscaping etc. at the Elwha River Interpretive Centers should take first priority in finding funding, partners to complete these finishing details.

Question? Were there plants left from the Elwha replant? Could they be planted at the Elwha River Interpretive Center?

Question? Who will do the watering required? Clallam County?

National Scenic Byway Foundation Webinar info ... Sande:

A webinar was held in March ... "Social Impact Investing." This concerned foundations investing funds from endowments in projects that create social or environmental impact while still generating a modest financial return ... methods such as low interest loans or low rent on property owned by the foundation. Foundations give \$54 billion each year of \$480 billion available. Traditionally, of funds available, 5% is given in grants and the rest is invested in the stock markets. 94% of non-profits have never pursued funding from foundations outside of grants.

A webinar was held in April ... "Is your byway organization ready to ask for money?"

- ✓ Have a plan ... a simplified strategic plan for the project
- ✓ Know specifically what you need and how it fits your mission/vision ... prioritize the steps to completion ... the project should be in the CMP
- ✓ Research the potential partner
- ✓ Know the actual costs, in-kind resources, and short term budget
- ✓ Present your success record in prior projects
- ✓ Identify someone to deliver your message

SMART projects for MONEY ASKS:

Specific, **M**easurable, **A**ttainable, **R**ealistic, **T**ime Based

Quote from participant: "Seek another partner, gain a stakeholder. Raise awareness of both organizations."

Juan de Fuca Scenic Byway Association **Monday, June 26, 2017 ... Blackberry Café, Joyce**

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

Board of Directors Meeting

3:00 p.m ... Convene Board of Directors Meeting ... The meeting was called to order by President Joe Murray.

Agenda/Minutes: The agenda was approved with the addition of British Columbia Timber Museum, Lyre River Land Trust, Bike Map, and Elwha Booklet.

The minutes of the April 24th and May 22nd meetings were approved. (Ali/Alex)

Financial Report ... Sande

May beginning balance ... \$12,238.60

April financial activity ... Checks \$211.37 OPTC/brochure mailing, \$500.00/Clallam Bay Sekiu Fun Days ~~ Income \$125.00/membership

May ending balance ... \$11,652.23

June activity ... Income \$129.00/Duck Derby, \$25 Membership (only one membership yet to be paid \$25) ... Check \$118.45/OPTC brochure mailing

The SAM (System for Award Management) updated registration at the federal level has been completed and accepted. The next due date to update is 6/26/2018.

Great Strait Sale ... Sande

It was agreed that the date of September 9th works for the 10th Annual Great Strait Sale. Calls are being received two from Oregon and one from Canada concerning the sale. The poster on the web site has been updated and Sande will begin posting the event to online calendars.

Fall Meeting Dates ... Sande

The fall meeting schedule will be Sept 25th, October 23rd, November 20th ... all at 3pm and all at east end locations. Sande will work on meeting sites closer to the time of each meeting.

Joe thought it would be interesting to schedule a tree farm tour for our group at Pysht. He will work on a date/time and contact us to see who can attend.

Deer Park Storage ... Sande

Sande and Michelle went through all the materials at the storage unit. Sande will sort the file papers for storing/sharing/discarding. Michelle will remove the brochure/directory/booklet stock and the shelf units this week and vacate the storage unit. A refund for unused rental days and the damage deposit will be refunded. The storage will now be set up at the Clallam Bay VIC

which is the Association's official address.

Fun Days ... Music in the Park ... Ali ... They have found a less expensive insurance and found other ways to cut costs to put on the event.

Clallam Bay Lighthouse Project ... Ali ... The Lion's Club has some money to put into this now.

Forestry App Project/Visitor Information ... Joe ... Joe would like to have comments on the rough draft/working paper for this project. He will send the information out again via email. He would invite the board to think about interesting ideas in the forest (Hwys 112/113) that could be included in the forest app. Ali would like to be able to link into this at the Clallam Bay VIC (along with the hydrophone and with internet and a big screen tv available for viewing).

Timber Museum in Duncan, British Columbia ... Joe ... Joe was quite impressed with the museum in Duncan. It had lots of displays, updated interactive displays, a virtual reality drive through the woods in side. It also included railroad displays, inside/outside tool displays and outside equipment displays on the grounds which total 100 acres.

FY2008 Grant (interpretive kiosks) ... Michelle ... Michelle said the files for the two Freshwater Bay panels is at the printers (who are very busy this time of year).

FY2011 Grant (Elwha booklet) ... Michelle ... Michelle informed us that the NPCA who granted money for a second printing of the Elwha booklet are anxious for that to happen as their logo will be included in the next printing. The \$3000 grant was to pay for 2500 copies of the booklet. Since then the printing prices have gone up to about \$3390 plus tax. There would also be charges of about \$200 to update the logo and make map changes for the second printing. It was approved to print 2500 copies and pay the cost overage for printing and the cost of graphic updates if the NPCA is not willing to pay that difference. The NPCA would like to have a digital copy as well. Michelle can contact the board via email if any problems/questions should arise. (George/Ali ... Joe recused).

Map update/some laminated ... Michelle ... Michelle requested funds to update the map and travel itineraries on the web site. It was approved to spend up to \$350 to complete this update and laminate copies of the map. (George/Alex ... Joe recused)

Bike Map ... Michelle ... Michelle received communication from the Trails Coalition. They are receptive to our requests to add the Lyre River Conservation Area to the map. They will deliver 70 maps to our group for the Joyce Depot Museum and the Clallam Bay Visitor Center. They will not change the name on the map because the "Western Clallam County" map is in process. They will consider adding a "coming soon" to the map front where the inset has mention of the Jefferson County map.

Lyre River Land Trust ... Michelle ... This group is seeking a future ambassador for the area ... a consultant to strategize what is needed to showcase the Lyre River. There were some interesting ideas in the proposal. Perhaps something similar could be done for the Elwha. Michelle will email a copy to the board members to read.

The meeting was adjourned at 4:30p.m. Submitted by Secretary Sande Balch