

Juan de Fuca Scenic Byway Association

Monday, March 18, 2019 ... 199 Dan Kelly Road, Port Angeles

Board Members Present: Sande Balch, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Vince Cook and George Eastman.

Annual Membership Meeting

3:20 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. Joe has consented to renew his term on the Board. No other nominations were made. Term will run January 1, 2019 through December 31, 2021, three years. The renewal was approved by the board. (Alex/Margaret). Conflict of Interest and Electronic Communication forms were signed by directors present. The Annual Membership meeting was adjourned at 3:22 p.m.

Board of Directors Meeting

3:32 p.m ... Convene Board of Directors Meeting

Agenda ... The Board of Directors meeting was called to order by President Joe Murray. The agenda was approved as presented.

Election of Board of Director Officers: Alex nominated the current board members to be elected again for 2019: President: Joe Murray, Vice President: Alex Stevens, Secretary: Sande Balch, Acting Treasurer: Sande Balch. Approved. (Alex/Margaret)

Minutes of the November 26, 2018 meeting: The minutes were approved. (Alex/Margaret)

Financial Reports: Both the 4th quarter 2018 and annual financial summary for 2018 were accepted as presented. (Alex/Margaret).

The January payments ... CB/CQ chamber \$100, NSBF \$150, CB VIC \$600, PO Box \$52 (should have been \$54) and February payment ... John Gussman \$1000 were approved. March payments due ... Sande Postage \$50, Michelle Website hosting \$99.22 were approved. (Alex/Margaret).

Deposits reported were: January 2019 deposits ... memberships \$100, activity books \$15 ~ February 2019 deposits ... memberships \$850 ~ March 2019 deposits ... memberships \$25.

The IRS E990 report has been made for 2018.

OPVB mailings: The OPVB mailings to regional VIC/concierge require 230 brochure pieces and cost \$115 for a one-time mailing. Approved to participate and pay \$115. (Alex/Margaret). The direct response mailings that we usually participate in for the month of April cost close to \$600 in 2018. The decision was to NOT participate in the direct mailing this year due to the cost and the low stock of brochure inventory. (Alex/Margaret).

Juan de Fuca Scenic Byway Meeting Minutes ... 3.18.19 ... Page 2

OPVB Grant for brochure/map update/reprint: Brochures need to be reprinted this year. The upcoming deadline of April 1 to apply for a grant from OPVB can be met. Sande and Michelle are working on the application and delivery process together. Approved to submit the grant to cover the cost of printing and requiring a \$500-600 match from JFSBA to pay for the update graphics work by Laurel Black Design. (Alex/Margaret ... Joe recused on vote to pay Laurel Black).

Milepost Business Directory: The cost to print 2,000 directories will be very close to the cost in 2018 ... Olympic Printers \$536+tax, Laurel Black Design \$200. Approved to update and print 2,000 copies of the directory. (Alex/Margaret ... Joe recused on vote to pay Laurel Black Design)

Web Site Drone Project: The John Gussman bid was to do the photo work for the 360 photos and prepare a file that could then be placed on the website. It did not include the cost/time of installing the file. Do we ask John for a cost estimate or see if Michelle's son, Cameron, could do the work? The decision was to see if Cameron could do the install and offer to pay him. If he cannot do the work, then we should ask John for a bid and/or look for someone else to do it.

Website interactive maps: John Gussman received a notification from Batch Geo Map Service that our maps will no longer be free because the map views have exceeded the free tier limit of 100 views. The charge for the "Lite" tier which allows 5000 views per month is \$15 month. Sande and Michelle had discussed this and had these questions/concerns:

- ** surprised and pleased that the view count was over 100 per month ... verify that with analytics
- ** would Batch Geo consider waiving the fee for a non-profit ... email them to ask
- ** where could we find other maps that are free ... ask around
- ** are the views simply a check-it-out view or do people actually use the map ... try to verify

The decision was to first ask for a waiver, secondly try to verify the view count. If the count was high and no other immediate map options were available, we should ask if we can pay an annual payment (\$180) rather than a monthly payment. We would then study the view counts and decide whether to continue after a year. Sande will work with Michelle to contact Batch Geo.

Great Strait Sale: The date of September 14th (second Saturday in September) was approved for 2019. (Alex/Margaret) Sande has received calls/emails about the date already.

NSB program restart: US House/Transportation/Infrastructure Committee supported HB 5158 ... the reopening of nominations for new scenic byways. Hopefully this will lead to restarting the NSB program and reestablishing funding streams. The NSBF will notify us if/when it is important to be contacting legislators. Right now all they were asking was to join as a member to show the support of the program. JFSBA has been a member since the formation of the foundation.

360 drone photos: Prior to the meeting, the board reviewed the posted 360 photos and reviewed the tags ... text and location. The only correction suggested was on the Sekiu 360 tag for Vancouver Island ... text says Vancouver rather than Vancouver Island. Sande will correct. Comment that maybe we could/should put mile markers on 360 photo tags. Joe will continue to work on the matrix/time table for the forestry 360 photo page text.

Memberships: New member applications: Fullness of Joy Floral (former Angel Crest) \$25 Associate level (Brandi and Isaac Anderson) and Chito Beach Resort \$100 Sponsor level (Tamara and Matthew Peloquin). The new members were accepted. (Alex/Margaret).

There is a new manager for Linda's Wood-fired Kitchen/Apocolypto Motel in Neah Bay. Ida Colfax Engram who is Greg and Linda Colfax's daughter is managing the business now. Carol Schultz of Clallam Bay is now retired (Carol Schultz, Realtor/Notary) but continued her Associate level membership as an individual.

Memberships confirmed but not yet paid ... Van Riper's Resort \$100, Linda's Wood-fired Kitchen/Apocolypto \$100, Chito Beach \$100, Washburn's \$100, American Legion Riders \$25, Bay Motel \$25, By the Bay Café \$25, Family Kitchen \$25, Tribal Enterprises \$175.

Memberships not paid and not yet contacted ... Salt Creek RV \$100, George Eastman \$25

Memberships deleted ... Have Adze Will Travel (Greg Colfax)

Elwha River Interpretive Center: Center needs work parties to clean/litter, check on a regular basis ... maybe something we could do every few months or get the trails/county jail to do. Phase 2 for the center could address expansion, landscaping, trail, plant identification.

Tiles: Each panel has 16 tiles. We have 55 tiles sold, needing 9 more to complete 4 panels. Of those 55 ... 2 done/glazed ... 16 Herb sold painted ... 23 sold/painted ... 14 yet to paint. An idea for fundraising/providing tiles would be similar to "Sip and Paint". People would pay \$40 to paint a tile that would then be installed at the Interpretive Center (25 tiles would be \$1000). Roslyn is willing to help with this. Success would require a good marketing idea. Painting parties could be held in Clallam Bay/Sekiu, Joyce ... county? Elwha?. No decision reached.

Facebook: The Facebook page is not being kept up. It should probably be closed if not being kept current and/or being used. The OPVB Facebook covers the county activities well so it may not be necessary. It is better to not have the page, than to have it be "abandoned". Sande will work with Michelle to contact Carolyn Flint who initially set the page up.

Clallam Bay VIC storage: This facility is the "legal" physical address for the JFSBA. We store brochures, directories, Elwha booklets, etc. there as well as all permanent records. The storage is dry and secure, but a little difficult for picking up supplies. With Ali, gone we will work on a system to get supplies brought into Port Angeles when someone is coming this way.

Next Meeting: The next meeting will be late May or early June.

Adjourn: The board meeting was adjourned at 4:30 p.m.

Submitted by Sandra Balch, Secretary