

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).

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 Ripper'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

Juan de Fuca Scenic Byway Association
Monday, May 27, 2019 ... 199 Dan Kelly Road, Port Angeles

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

Board of Directors Meeting

Call to Order: The meeting was called to order at 3:10pm. There was not a quorum present.

Minutes: Approval of minutes tabled to next meeting.

Financials: The financials for first quarter were reviewed. No action taken. Checks presented for approval will be paid, but need to be approved at the next meeting ... John Gussman for \$50 time to put maps back on the website ... Sande Balch \$171 reimbursement to BatchGeo map support. The SAM (federal financial registration) has been completed for 2019. Margaret turned in \$12 from sale of activity books.

OPVB Grant for Brochure: The grant application was approved for \$3250 to print an updated brochure. The match from our organization will be \$500 for the graphic work. The reprint is in process (Michelle task).

OPTC Brochure Mailing: The fee of \$115 for the VIC mailing was paid. So far there have been five requests for brochures totaling over 300 brochures being mailed out. Sande is doing order fulfillment.

Milepost Business Directory: The cost was \$200 for Laurel Black graphics and \$609.81 for print of 2000 copies. Directories are printed and ready for distribution.

360 Photos: The photos are posted with corrected tags. Forestry page yet to be updated and reposted (Michelle task).

Website Interactive Maps: BatchGeo was paid \$171 to activate the map section as of April 28, 2019. John Gussman recoded and uploaded the maps for the new account for a fee of \$50. The maps need to be updated. Sande is working on this with John Gussman. Analytics will be followed by Ken Jacobson and reported throughout the upcoming year.

Facebook: This media needs to be taken down if it is not going to be maintained and updated. So far no contact with Carolyn Flint has been possible to accomplish this.

National Scenic Byway update: Bill at the House of Reps to restart the NSB nomination process passed 404-19. The bill is now in the Senate where they are working to identify a funding source.

Elwha River Interpretive Center: The chain crew did a very nice cleanup just days after I called the road department to report the situation (litter, storm debris, fence). There are still tiles to sell, paint, fire, and install (Michelle task).

Olympic Peninsula Guidebooks: A couple, Mike and Kristy Westby, is working on a pair of guidebooks about the OP and requested a copy of our scenic byway logo. That was supplied and they will inform us when the books are ready for sale.

Next Meeting: September (later in month) after Great Strait Sale.

Adjourned: 4:25pm. Submitted by Sande Balch, Secy.

Juan de Fuca Scenic Byway Association

Monday, September 30, 2019 ... 199 Dan Kelly Road, Port Angeles

Board Members Present: Sande Balch, Joe Murray, Margaret Owens, Alex Stevens (by proxy).

Absent: Vince Cook and George Eastman.

Board of Directors Meeting

Call to Order: The meeting was called to order at 1:15pm.

Minutes: The minutes of the March 8th and May 27th meetings were approved.

Financials: The financials for first, second and third quarters were reviewed. The checking account balance as of 9/30/19 is \$5384.91. The current CD balance for the period is not yet received.

Checks presented for approval ... John Gussman \$50 time to put maps back on the website ... Sande Balch \$171 reimbursement to BatchGeo map support ... Sande Balch \$41.00 for Great Strait Sale classified ads ... Sande Balch \$66.72 for postage to mail highway brochures to visitor centers ... Laurel Black \$3250 for brochure printing costs.

Margaret turned in \$15 from sale of activity books.

Great Strait Sale Report: Total income for the event this year was \$313.57 and expenses were \$41.00. The weather was good and, although the number of sellers at the Joyce community site was down, the sales and buyers continue to be climbing. There were 28 individual garage sales between Laird Corner and Lyre River this year. The new tents worked well. Margaret reported that the visitors and donations to the museum once again went beyond those during the Joyce Daze event.

Elwha River Interpretive Center: Sande reported that Ken Jacobson has agreed to buy the additional nine tiles (\$225) to complete the 4th panel. Sande is working on getting people to paint tiles so we can get them to Rosalyn for firing. Sande will also work on getting someone lined up to install the tiles although installation may have to wait for warmer spring weather. Ken Jacobson asked permission to have a full panel (that would be a 5th panel) with a tile identifying it as "Elwha Valley" to commemorate his family who all lived in this area and there are several historic buildings that could be included in the art work. The board approved this idea for a 16 tile panel at \$25 a tile (\$400) with an identifying tile(s).

OPVB Grant for Brochure: The updated brochure (20,000) has been printed and delivered. Four boxes are at the OPVB, Sande has five boxes and the remaining boxes are at the Clallam Bay Visitor Center for storage. Sande will continue to fill requests for brochures. The cost was \$3210.00 for printing and \$472.85 for graphic works and taxes.

OPTC Brochure Mailing: The fee of \$115 for the VIC mailing was paid. To date 455 brochures have been mailed to eight locations: Anacortes, Blaine, Olympia, LaConner, South Bend, Lakewood, Burlington, and Port Townsend. 50 brochures were delivered to Sequim.

Clallam County Bike Map: The approved \$500 was paid for the maps. Our requested copies were delivered to Michelle. Sande will pick these up so they can be distributed to Joyce Depot and Clallam Bay Visitor Center.

360 Photos: The photos are posted with corrected tags. Forestry page yet to be updated and reposted (Michelle and Joe task).

Website Interactive Maps: BatchGeo was paid \$171 to activate the map section as of April 28, 2019. John Gussman recoded and uploaded the maps for the new account for a fee of \$50. The maps needed to be updated. Sande worked with John Gussman on this process. In the end, it was determined that it would take a lot of work to fit into the new format by BatchGeo. By e-vote of the board, the account was closed (full \$171 refunded) and the maps have been taken down.

Highway112.org analytics for 2019: A full year 9/1/18 to 9/29/19 was reviewed on the web statistics for this site. The graphs showed that the heaviest traffic was for Great Strait Sale, holidays, and when the site was being worked on. The pages entered most frequently were home page, surfing, history, maps, Great Strait Sale, images and kayaking. Documents most looked at were biking, the brochure, and Great Strait Sale. Visitors that could be tracked were from Ann Arbor Michigan, Houston Texas, Fremont and Palmdale California ... and Nanaimo and Vancouver in Canada. Of 60,000 views, each of the 360 degree maps got from 120-175 views. The average time a visitor was on the page in 2018 was 30 seconds and in 2019 it was 60 seconds. Sande suggested a report of this nature be made each Jan/Feb for the previous year statistics.

Questions/suggestions:

360 degree pages ... would it help to have a "hot tab" on the home page as "NEW 360 degree pics"
Why would Ann Arbor, Michigan have so many visitors to our page? Something to do with NSB?
Can we get stats for the longest time a person is on the site ... looking at what?
Perhaps update the "events" to include new events in Neah Bay and the Adventure Route Bike event run partly on highway 112.

Facebook: Carolyn Flint was contacted and asked to take down the Facebook account since there is no one to keep it current. She made the request and reported there is a 14 day wait time in case an account should change its mind. The Facebook should be down by October 10th.

Nature Bridge: Stephen Streufert, VP of Education/PNW Director called to ask about using some of the information on the Elwha River Interpretive Center kiosk panels to make posters to display in their classroom. Sande spoke to him and noted that there would need to be a "courtesy of" line with the byway name and website on the posters. Michelle noted that any photos we used were "by permission" and they would have to do the same. Joe noted that taking a page out of the booklet would then be out of context and might give a different slant to the presentation. It was noted that we could also request a OPVB grant (perhaps in partnership with Nature Bridge) to reprint the booklet and "sell" to ONP if they want to use them at the visitor center. Sande will explore the cost/per piece.

Park Guides: A publishing group producing National Parks Guides solicited ad money for our byway to be highlighted. Sande noted that the cost was too much for this group and suggested they contact the OPVB instead.

Next Meeting: Mid-December (perhaps Dec. 16th) ... either live or email dependent on what business has to be dealt with and weather. **The meeting was adjourned at 2:45pm.** Sande Balch