

**Juan de Fuca Scenic Byway Association  
Discussion following the Organizational Meeting  
January 24, 2005 at Pysht Tree Farm Lodge**

Present:

Directors: Joe Murray, Bill Drath, Jim McLeod, Loren Kreutner, Margaret Owens, Alex Stevens, Greig Arnold, Sande Balch. Guest: Lorilynn Gray

During the Organizational Meeting the following was transacted:

- Adoption of the bylaws
- Adoption of a conflict of interest policy
- Election of officers
- Election of directors and assignment of terms
- Tax qualification policy
- Banking policy
- Charitable solicitation act policy

It was decided to establish books to track

- Policies and procedures (and changes to)
- Forms used for specific procedures
- Resolutions (from this meeting 1.1-05 through 1.5-05)

The conflict of interest policy can be best adhered to by being open and public with information.

Board of Director hand books were distributed as developed by Sande Balch as part of her task as byway grant coordinator.

The tax exempt application narrative was discussed briefly. Sande will continue to work with the legal team on this process. The application fee will be \$500.

The upcoming meeting schedule will be February 28<sup>th</sup> Joyce, March 28<sup>th</sup> Pysht, April 25<sup>th</sup> Joyce.

The winter edition of "The Milepost" was prepared and ready for distribution.

It was suggested that we use "constant comment" for e-newsletter. Sending emails in groups of 25 or less will be less likely to be kicked back as spam.

The brochure is completed and ready for distribution.

The National Scenic Byway conference will be held October 16-19 in Cleveland, Ohio.

The board discussed a possible opportunity to widen the shoulders/provide areas for turnouts in the Joyce to Laird Corner section of SR112. Contacting Buck, Kessler, Hargrove would help the effort.

Enhancement grants will be available in May.

Minutes by Sande Balch

## **Juan de Fuca Scenic Byway Association February 28, 2005 at Joyce Café**

Present:

Directors: Joe Murray, Jim McLeod, Loren Kreutner, Alex Stevens, Sande Balch.

Guests: Kristi Agren (NOPVCB), Bruce Giddens (Salt Creek Park), Mike Doherty (Clallam County Commissioner)

The meeting was called to order by President Joe Murray at 5:10 p.m. at the Joyce Café.

The legal team recommends that this group break from the use of the title CAT in order to make a break from the informal group previously existing and identify with the incorporated Juan de Fuca Scenic Byway Association.

The tax exempt application is progressing. The EIN number has been received by the legal department and is required for filing the IRS form 1023 for tax exempt status. Sande is working with the legal team to rewrite the narrative of association activities to stress education/charitable and to work out the financial report. The application will be filed by March 31, 2005.

Seed Grant Year 1 accomplishments were discussed. Communications have been accomplished through brochure, newsletter, signage, memberships, and partnerships. The non-profit process has included the mission/goals, articles, incorporation status, bylaws, conflict of interest policy, and filing for tax exempt status. Some work on expanding our contact list and developing a five-year work plan and vision statement still needs to be done by the time we are working on Seed Grant Year 2 or making application for Seed Grant Year 3. It should be stressed in the final report that some expectations were exceeded such as monthly meetings instead of quarterly and 300-500 newsletter copies (plus e-newsletters) distributed instead of 100 copies.

The budget remaining for Seed Grant Year 1 (February 20 through March 31, 2005) has about 90 hours for the coordinator and \$255.28 in other budget lines. Sande suggested that the funds could legitimately and constructively used for supplies, renting a PO box, purchasing the SR112.com domain, or printing the Department of Ecology shoreline photos for reference and marketing use. Kristi also suggested that copies of the SR112 poster developed by the NOPVCB and Laurel Black Design would be good to use for promotion/education (and possibly resale) at the PowWow tradeshow in New York. There is another poster already created by the Clallam Bay-Seki Chamber, but the focus is the Northwest Coast (Clallam Bay, Sekiu, Neah Bay) rather than the entire highway and was printed prior to the National Scenic Byway designation. The Board decided to pursue printing the SR112 poster. Sande will follow through on this.

Seed Grant Year 2 has been approved, but not cleared to WSDOT to date. Paula Connelley will be the Certification Authority and Debbie Clemen will be the administrator. Both are at the Olympia WSDOT office and very familiar with the Strait of Juan de Fuca Highway process and progress.

## Juan de Fuca Scenic Byway Association ... Meeting minutes 2.28.05 ... page 2

Call for Grants FY2005 may come anytime. The Board will need to consider a five-year work plan in order to show what has been done with year 1, what will be done with year 2 and what is proposed for years 3—5 in the grant process. There will be little time notice so we will begin work on this immediately.

In discussing insurance needs and what liabilities the association might incur, Kristi suggested that we talk to Steve Methener at State Farm (on Front Street in Port Angeles) about Director/Officer and Errors/Omission policies. He just wrote a policy for the VCB for 2 million at a premium of about \$900. This group is smaller and should cost less. Some homeowners insurance will protect individuals from liability on boards.

The PowWow tradeshow is coming up in New York May 3-7. Notebooks of photos/press, brochures (and now perhaps posters) will be used for presentation. Kristi reported that this is the first time the Olympic Peninsula has gone without being a part of the Washington State booth which will allow more contact with tour operators to discuss this area. The cost will be paid by the VCB, Joint Marketing partners of Clallam/Jefferson counties, and Victoria Express. In addition, the cost of sharing the National Scenic Byway booth (\$1000) and airfare (\$306)/room (shared with another attendee) for Sande to attend has been paid. If there is money from education/training in the next grant that can be used for part of this expense it would be helpful. The National Scenic Byway booth will have one rep from the national program and 4 highway reps working interviews every 7 minutes. Kristi and associate also work the media marketplace and provide travel itineraries.

Sande has participated in Neah Bay's Cape Flattery Byway task force meetings to work on the corridor management plan for that state scenic byway. The first meeting was February 2<sup>nd</sup> with meetings to follow in March/April/May and then again in September.

Summer road work for SR112 could result in short delays, but no closures. Perhaps letters to WSDOT requesting a minimal impact to tourism traffic would be helpful. Also, can rest stop/sidewalk areas be surfaced if there is asphalt remaining? The Safe Schools project can be resubmitted for sidewalks to schools at Joyce and Clallam Bay. A letter of concern should be sent to legislators concerning the Hood Canal Bridge closures and expressing the impact on the area if the closure was Joyce Daze or Makah Days weekends. How many people, how many vendors, how much economic impact?

The Association (Sande to be present) can share a booth at Joyce Daze to present information again this year.

The meeting was adjourned at 6:40. (Motion Loren/Alex).

The next meeting is March 28<sup>th</sup> at Pysht Tree Farm Lodge.

Minutes by Sande Balch, Secretary

## **Juan de Fuca Scenic Byway Association March 28, 2005 at Pysht Tree Farm Lodge**

Present: Joe Murray, Alex Stevens, Bill Drath, Margaret Owens, Loren Kreutner, Greig Arnold, Sande Balch.

The meeting was called to order by President Joe Murray at 5:06 p.m. The agenda was approved as presented. The minutes for the January 24<sup>th</sup> and February 28<sup>th</sup>, 2005 meetings were approved. (Alex/Loren)

The EIN number for the Association has been issued and used in the application for tax-exempt status with IRS. The tax-exempt application was approved to be filed as presented. (Alex/Bill). Sande will ask the legal team how hard it is to change some details if a different approach would be used in the future ... for instance if we would want to do some of our contacts for fund raising by mailing.

The grant extension deadline for the first year seed grant is March 31<sup>st</sup>. The tax-exempt application will be filed by the end of this week and Sande will file the report with Clallam County/WSDOT. Copies of this report will be provided to the Board. Donation funds for meeting space at \$50 per meeting and volunteer time/travel will be included in the financial report as well as the extra time provided by the legal team.

The revisions to the SR112 postcard/poster for use at PowWow in New York was approved. It would help to have a map inset that shows we are in Washington State. Sande will look into the time/funds feasibility of adding this to the postcard.

Discussion of a five-year work plan and vision statement for the Association will be taken up in a workshop type of meeting in April. It is important (by virtue of tax-exempt purposes) to stress education and community building.

The meeting schedule will also be discussed at the next meeting and what membership activities will take place this year. First we need to decide what benefit a membership has to the public ... why would they want to join? The cost of membership and the application form/member certificate format will also need to be in place. The month of April and perhaps May will be free to work on Association details while we await the next grant and the deadlines that will go with that. Press releases about our progress and upcoming meetings will be put out when five-year plan completed.

Other discussion ... check into Elwha Dam pull-out as an interpretive area about dam and whole highway story (DNR land) ... MP40/41 above would be good scenic pull-out (also DNR land and some M&R land) remembering that mosaics move and tree grow up to block view ... where would we get funds for these projects (transportation/NSB grants?) ... M&R has aerial photos of land along highway including DNR land ... [later Mark M. added that perhaps we could get some M&R land to put in full rest stop with play area with the community doing the work like they did for the Dream Playland in PA] ... Alex needs good stock of brochures before summer.

The meeting was adjourned at 6:50 p.m. (Loren/Alex). Next Meeting 4/25/05 Joyce Café

Minutes by Sande Balch, Secy.

# Juan de Fuca Scenic Byway Association

Board of Directors Meeting ... Joyce Café

Minutes April 25, 2005

**Present:** Greig Arnold, Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Jim McLeod, Mark Mouzakis. **Guests:** Mike Doherty

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as printed with the addition of an update on the status of the second year seed grant. The minutes of the March 28, 2005 meeting were approved. (Alex/Bill)

- Corrected pages to the tax exempt application form 1023 were distributed for the director handbooks.
- The wrap-up report for the first year seed grant was discussed. It was suggested that the report be distributed more widely and used for education of the public to encourage participation in the Association. Some groups denoted with initials etc. should be clearly stated for public understanding of the report (chamber ... which chamber, NSB/ CFSD ... who are these groups, greet/meet ... what is this). Sande will revise the report to be more easily understood by the general public and construct future reports to be easily read by those outside the Association. It was also suggested that a brief summary of the report be included in the next newsletter with a contact for those who would like a copy of the complete report or have questions.
- The second year seed grant has been approved at the federal level, but the funds have not been released. It was suggested we write a letter to WSDOT to show "undue hardship" from delaying the release of these funds. Items to include in the letter ...
  - Informed six months ago that grant was approved ... made plans based on that
  - PowWow commitment with other partners ... we have to make up for funds lost in government process
  - Loss in value of match ... volunteers and match tired of waiting with commitment
  - Loss of continuity ... one grant should flow to the next with goals, hard to continue with long breaks between grants and no funds to go forward
  - No notification of delay ... capricious behavior
  - Planning can not be done effectively when grants are not received in a timely mannerSande will draft a letter to Stephanie Tax at WSDOT on typed letterhead, Joe to sign and mail. The letter will request release of funds and that we be allowed to include the PowWow expenses as part of the grant even though it will predate the funding. A copy will be sent to the Clallam County Commissioners to consider also sending a letter.
- The postcard product to be used for PowWow, press kits, and perhaps for an item that can be used to produce some revenue. Future posters/web site/postcards etc. should include a map that shows the SR112 and Olympic Peninsula in connection with Washington State and the state in reference to the entire US.
- Meeting Schedule
  - May 23, 5 p.m. Pysht ... Mission/vision, 2<sup>nd</sup> year grant, PowWow report
  - June 27, 5 p.m. Joyce ... Vision, 5-year plan, 2<sup>nd</sup> year grant, festival presentations
  - \*\*\* No meetings July/August unless grant funds released requiring action
  - Sept 26, 5 p.m. Pysht ... 2<sup>nd</sup> year grant implementation, membership
  - \*\*\* Membership event October/November
  - \*\*\* Nominations/elections process

We need to educate the community on what/why we can and cannot do as an association and non-profit. Not maintenance and repair so much as safety, comfort, interpretation, education, recreation opportunity and access.

- By June meeting to be prepared for festivals/fairs, we need to have 8-10 project ideas to present to the public ... allow public to rank those suggestions and offer others. We should also have a form to fill out for those who would like further information and/or to be on the contact list. Perhaps have prizes for entering ... hamburgers, tours, potted seedlings etc.
- Vision Statement ... finalize by end of June ... discussion points  
Bring all communities together as one community  
Promote byway, beauty to bring people, income to the area  
Educate locals and visitors about what all is on the byway  
Share culture and dynamic beauty, celebrate diversity, respect past to carry into future  
Share the values of the cultures amid the beauty along the highway  
Misconception about "control" over property, "visual pollution", "view shed"  
Need to dispel these misconceptions with information, education  
Connect communities, tie together, not separated by differences  
Theme ... unifying thread  
Education and community are strong non-profit purposes  
People and nature living together, not out of balance, natural wonderland

Sponsor events like elder discussions along the byway

What program can we develop from the Corridor Management Plan, need connection to accomplish implementation of CMP

Rack Card ... businesses at the mile markers along byway (Hwy 101 has done this)

Passport to stamp for kids to visit and learn things along the byway

CD/Cassette driving tour tapes ... The Board could drive the entire highway to talk about what is accessible, educational, recreational, interesting along the byway.

Color books, info for kids

Geo Cache ... GPS adventure

- Other items of discussion ...
  - Washington Water Trail Association  
Kayak trail through Puget Sound area could possibly be extended to Jefferson and Clallam County. Need a contact person between byway and water trails.  
Include Audubon (birds), Marine Sanctuary (marine mammals) by season  
Historical Society for historical sites in area accessible by water
  - Hoko State Park  
Funding in the amount of \$350,000 may be available to restore/maintain the park
  - Washington Light Keeper Association  
Good tourism draw  
Could include Slip Point if Clallam Bay lighthouse was rebuilt
  - Adventure Trail  
Trail to extend from Dan Kelly Road to the Joyce Access Road  
Not to be ready by Joyce Daze however

Meeting adjourned 6:50 p.m. (Alex/Loren)

Minutes by Sande Balch

## **Juan de Fuca Scenic Byway Association**

Board of Directors Meeting ... Pysht Tree Farm Lodge

Minutes May 23, 2005

**Present:** Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens.

The meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was approved as printed. The minutes of the April 25, 2005 meeting were approved. (Margaret/ Bill)

- Sande presented a printed handout reporting on the International PowWow, a travel industry tradeshow held in New York City May 3-7, 2005.
- The second year seed grant is ready to be released at the state level. The CA (certifying authority) has yet to be determined. Match commitments to the grant must be verified and the plan rewritten with corrected dates and, if necessary, action items must be adjusted. Sande will continue to track this.
- Newsletter items were discussed.

New businesses to be welcomed ... the Thanx a Latte espresso in Joyce, Sue's Gallery in Clallam Bay, and Salt Creek Farm. Sande will check with Leonard Pierce on the hi-speed internet service and Depot Museum hours for summer.

Flora and fauna information discussed ... band tailed pigeons (feeding on elderberries), bears feeding on huckleberries, blackcap raspberries, wild rose, fireweed, and nature's bouquets of foxglove and tall daisies.

Events to announce ... Fun Days 7/8-10, Elwha Paddle Journey 8/1-6, Joyce Daze 8/6, Clallam County Fair 8/18-21, Makah Days 26-28 ... dates to be checked for accuracy.

Grant information ... summary and contact person for info on grant year one completed ... implementation of grant year two

Meeting schedule ... no July/August meetings, next meeting September 26 at Pysht.

Mention that memberships will be available soon.

- The resignation email from Jim McLeod was discussed. Jim drew a one year term. It is important to keep in touch with a business in his area until we have opportunity to hold elections for 2006. Sande will be in contact with Jim to see if he will stay in the position until the end of the year even if he cannot always attend meetings. If not, he will be requested to write a formal letter of resignation with a signature. Discussion/ action will be taken at the June meeting.

### **Work Session ... Vision/Mission Statement(s)**

Joe's suggestion for a mission statement ...

"Maintain the journey through the beauty and culture along the Strait of Juan de Fuca on Highway 112."

Discussion and comments ...

"Maintain" ... to continue, perpetuate ... the road, the culture, the festivals

Maintain ... not to be confused with maintenance

Culture is the people, the way of life ... provide education, build sense of community

Share the beauty and culture with people who come here as well as those who live here

Do not advocate for sweeping changes, nor imply restrictions

Let culture unfold on its own, do not have a lot of say in change

Work Session ... Vision/Mission Statement(s)

The "scenic" exists because of the culture that is here

Pressure on the road with people moving to Joyce, need speedy access to Port Angeles,  
pressure to change, accommodate higher property values

What changes do we want to make? Nothing wrong with road as is (not broken, don't fix)

SR112 people don't travel highway 101, others travelers often choose to travel 101

What byways have changed from rural to 4-lane ... OR managed not to change

50% or more of SR112 goes through commercial forests or roads adjacent to forest land  
(DNR cannot commercialize property)

Raise awareness of how actions impact the highway/culture

We continue to do the same things over time, with different tools

People and things that have occurred are still occurring

The road is the thread that connects the pieces, add pieces

Vision ... How do we see this road in 40 years? What do we see for this road?

Connecting cultures (one community) ... historical as well as future

Mission ... How do we do that?

Maintain so that next generation can understand

Sande to put vision/mission/goal info on one sheet to be more easily studied.

Education ... talks, brochures, kiosks

If the people on SR112 understand the culture/history, important/distinctive  
qualities, more apt to value and therefore maintain these qualities ... better equipped to share with  
next generation, travelers.

Historical culture to current culture is impacted by environmental in changes. Understanding  
this is missing, especially for people from big cities.

Who comes down this road? Residents, fishermen ... how do we know who else drives the  
National Scenic Byway. Explore through the National Scenic Byway resource center and talk to Kristi  
at the NOPVCB.

It is important to teach ourselves first. Educate us (the Association, the SR112  
community) ... get excited, understand, appreciate ... best marketing available.

What are the FAQ's about the area? Print with the answers for teaching tool.

Sande shared marketing ideas of the Olympic animal cookies, light house post card, kids kit and color  
books done by other byways.

Margaret had sketched out some ways to share area information ... "*112 Reasons, All Four Seasons*"  
... "*60 Miles, Countless Smiles*". She suggested we need to develop motto/logo/mascot,  
specialized tours to show off the area

natural history museum potential, geology, paleontology,

drive-through history ... tell history in period costumes along byway

naturalists, marine biology, marine life story, birds, botany, animals, people

accessibility to Makah language, inventory of artists and art events

The meeting was adjourned at 7:30 p.m. (Greig/Bill).

Minutes by Sande Balch

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes June 27, 2005 at Joyce Café**

Present: Loren Kreutner, Margaret Owens, Alex Stevens, Bill Drath, Joe Murray, Sande Balch. Janet Kearsley, DNR.

The meeting was called to order by President Joe Murray at 4:00 p.m. at the Joyce Café. The agenda was approved as presented. The minutes of the May 23, 2005 meeting were approved. (Alex/Bill).

Sande reported that the grant obligation process with the County is moving forward and that the bills for the New York PowWow will be paid. Sande will continue to work the grant process throughout the summer to have funds available for fall implementation. No word has been received as yet from WSDOT as to a meeting date in the fall. Janet talked about the possibility of partnering with DNR on future project grants.

The Board approved a motion to send one attendee (Sande Balch) to the National Scenic Byway Conference in Ohio October 16-19. Grant funds training/education budget will pay expenses. (Alex/Loren) Sande was asked to look for information/training on what we can do to encourage memberships ... how to help the membership with their concerns, opportunities and benefits to the membership.

No further notice has been received from Jim McLeod as to his resignation. His name will be left on the roster for the Board of Directors until further notice or until his term expires at the end of the year.

Sande will represent the Association and SR112 at the festivals in Clallam Bay/Seki, Joyce and Neah Bay throughout the summer. Booth rental (as required) will be paid from grant funds. There will be no prizes/raffles given. Anyone on the Board can come to the booth and assist as available. Sande will make a simple poster with some of the major goals of the organization to be an eye catcher and have more printed material available if anyone requests it and a photo journal for people to leaf through. There will be sign-up sheets to be on the mailing list, for membership, and for businesses to be on a milepost listing of businesses on SR112. The focus will be to have the Association visible, dispel some of the myths/gossip, show off the brochure and be part of the community.

Mission/vision statement discussion was brief and will be continued in the fall.

The meeting was adjourned at 5:15 p.m. (Alex/Loren). The next meeting is September 26<sup>th</sup> at Pysht Tree Farm at 5:00 p.m. No summer meetings will be held unless necessary to implement the grant.

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes September 26<sup>th</sup>, 2005 at Pysht Tree Farm Lodge**

Present: Greig Arnold, Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens. Also: Bruce Skinner, Development Director.

The meeting was called to order by President Joe Murray at 5:00 p.m. at the Pysht Tree Farm Lodge. The agenda was approved as presented. The minutes of the June 27, 2005 meeting were approved. (Alex/Bill).

Bruce Skinner was introduced to the Board and will act as Development Director in working with the Board to develop business and marketing plans for the byway. Bruce will meet with Board members in the next couple of weeks to gather information on strengths/weaknesses of the byway and the byway organization as preliminary to building the plans.

Revisions to the current grant budget and timeline were presented. Copies of the personal services agreements for Sandra Balch as Grant Coordinator and Bruce Skinner as Development Director will be available at the next meeting. Bills for travel/room for the PowWow tradeshow in New York have been paid.

Sande discussed the expenses and learning sessions for the upcoming National Scenic Byway Conference she will attend in Cleveland. The grant will pay for the airfare, room, and registration from the training/education budget. Hours for learning sessions will be paid from the Coordinator wages budget line. Meals not included in the conference and hours for networking and other meetings will be donated to the grant.

Sande reported that there was minimal interest in the byway booth at the three local festivals she attended. No one signed up to be on the contact list or the business directory. Only about 60 brochures were distributed, and nearly all of those at Joyce Daze to visitors to the area. There was a lot of interest in the photo journal on display of the highway 112 community and maps. The Association can be more visible in the community by attending events, but this will do little to generate interest in joining the organization. Perhaps partnering with Clallam County Trails and Washington Water Trails at these events would be a good way to promote the three methods to explore the area ... trail, road, marine waterway. It was suggested that we work on a birding map, do a PDN article to promote understanding, and perhaps think about participating in the Clallam County Fair as well as local festivals. People do use the brochure/map as it is easier to read than other maps available and has the list of things to do. Sande will try to work on finding some information at the NSB Conference about how to inspire people to participate, how to raise awareness, and membership benefits and responsibilities.

The business directory was discussed briefly. We will need to visit each individually to generate interest in the project by showing we are interested in their businesses. Listings could be by mileposts and/or types of businesses. A number could be placed on the map

to link to the business contact. It could be done on the computer, but would be more effective if done by a graphic printer. Advertisement could be sold to pay for the printing. This would not be based on membership, but include the entire highway 112 community.

Newsletter articles were discussed. Suggestions for inclusion:

- Comment on Hood Canal Bridge closure impact ... minimal
- Road projects planned ... WSDOT
- Hunting access along SR112 ... Joe to provide contact numbers
- Plants ... Joe to provide some ideas
- Critters ... Joe and Margaret to provide information
- Businesses ... Gary's Pay 'n Save Auto Center expansion, Silver King and Herb's now private, Makah/Joyce museum hours,
- Add Highway safety ... WSP
- Include New York Times article
- New member information, contact Alex

The New York Times article dated July 10<sup>th</sup>... "Driving Upstream: A Road Trip with Stops for Salmon" was discussed. The article covered a road trip from Vancouver BC to Neah Bay in search of salmon to buy, cook and eat. The road trip on SR112 was described as the "best driving you can find in the Pacific North West" and "breathtaking for the vast majority of the time." The article featured a photo of "Rosie" the running fish looking out over Sekiu. We will attempt to find the video that was online for a period of time to see if a copy can be purchased.

The meeting schedule was set as follows:

- October 10-14<sup>th</sup> Bruce will meet individually with Board members
- October 24<sup>th</sup> at Joyce Café at 5:00 p.m.
- November 21<sup>st</sup> at Pysht Tree Farm Lodge from 5:00 – 7:00 p.m.  
workshop with Bruce Skinner
- December meeting? this will be decided if needed in November

Board members whose terms will expire:

- Sande Balch, Greig Arnold ... offered to take an additional 3-year term
- Jim McLeod ... to be replaced with another business if possible
- Mark Muzakis ... will be asked if he is able to participate or be replaced
- Additional members to Board?

Margaret mentioned that an Oil Spill Assessment will take place at the Courthouse on December 3-4, from 9 a.m. to 3:30 p.m. People should consider being wildlife responders to help the oiled ducks for instance.

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

**The next meeting will be Monday, October 24<sup>th</sup> at Joyce Café at 5:00 p.m.**

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes October 24<sup>th</sup>, 2005 at Joyce Café**

Present: Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens.  
Guest: Mike Doherty.

The meeting was called to order by President Joe Murray at 5:15 p.m. at the Joyce Café. The agenda was approved as printed with the addition of a report to the County Commissioners meeting to be held in Sekiu on October 26<sup>th</sup>. The minutes of the September 26, 2005 meeting were approved. (Alex/Bill).

Personal Services Agreements for Sandra Balch as Grant Coordinator and Bruce Skinner as Development Director were reviewed. There were no questions from the Board.

Sande will attempt to have the Milepost fall edition ready for distribution at the Sekiu meeting on the 26<sup>th</sup>. We will watch for WRIA 19 information to be included in the next newsletter concerning the watershed assessment being developed. The 10 essentials of hunting will be used for hunting season 2006.

Charitable/tax exempt status has been granted to the Association based on the application submitted earlier this year. This status is a pre-determination and will be reviewed in four years to determine if the organization is operating within the guidelines of being a charitable organization. A Form 990 must be submitted each year.

The Nonprofit Corporation Annual Report is due to the Secretary of State by the end of November. The filing fee is \$10.00. The fee will be paid from the postage/supplies account of the grant. We will change the mailing address to reflect the post office box in Joyce rather than the physical address.

WSDOT has distributed an information sheet concerning a culvert project that will close SR112 for three days next summer. Public input meetings will be held on November 15<sup>th</sup> in Joyce and November 16<sup>th</sup> in Sekiu. It was noted that this is an improvement in communication with WSDOT in that the information is being received far in advance, before a decision and that decision is open to public comment.

Sande will give a report for the Association at the Commissioner Meeting in Sekiu on the 26<sup>th</sup> emphasizing our goal/focus for the group, the accomplishment of the non-profit/tax-exempt status. Attendees will be encouraged to consider joining the Board of the Association for the upcoming terms.

A written report was presented by Sande covering highlights of National Scenic Byway Conference in Ohio ... training from sessions, national program changes and advancements, and networking information.

The next meeting will be at Pysht Tree Farm Lodge at 5:00 p.m. This will be a work session with Bruce Skinner to begin forming the business and marketing plans. The meeting was adjourned at 6:45 p.m. (Alex/Bill).

# **Juan de Fuca Scenic Byway Association**

## **Board of Directors Meeting**

### **Minutes November 21, 2005 at Pysht Tree Farm Lodge**

Present: Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens. Also: Bruce Skinner and Kristi Agren.

The meeting was called to order at 5:00 p.m. at the Pysht Tree Farm Lodge. The agenda was approved as presented. The minutes of the October 24<sup>th</sup> meeting were approved as printed. (Alex/Bill).

Sande distributed printed material for review: Update to the Directors contact information, the quarterly report to the Clallam County Commissioners, incorporation information from the legal team which will be further discussed at the January meeting if necessary, announcement of National Scenic Byway discretionary grant solicitation.

Workshop with Bruce Skinner:

Bruce presented the items that Board members itemized concerning the strengths, weaknesses, opportunities, threats (SWOT analysis) of the highway/association. The following were itemized by three or more members:

Strengths:

- Diverse activities, something for everyone ... boating, hiking, beachcombing, biking, fishing, surfing, kayaking, bird watching, whale watching, horseback riding, car tours, ATV's
- Abundant wildlife ... wildlife watching, watchable wildlife
- Beautiful area, absolutely gorgeous
- History of the area ... native, pioneer, European explorers, etc.
- Interested Board ... all communities represented, excellent volunteer commitment, able to work together
- Board and people have diverse points of view, well-rounded
- The forest ... forest education and tours

Weaknesses:

- Lack of pullouts ... shoulders, scary road
- Lack of communication to outside world ... people unaware of byway designation, lack of knowledge of the byway

Opportunities:

- Attract more tourists in a smart way, give growth direction, exclusive tourism, retain tranquility, more tourists without changing ambience, low impact tourists
- More advertising of scenic byway, promote highway as a whole
- Enlarge group ... attract membership, draw more people, communities, groups together
- More interpretive centers, kiosks, signs
- More pullouts
- More communication to outsiders, communication and efforts of Association to the greater community
- Build association financially ... more federal and state funding, funding outside of grants as these are unpredictable, not timely
- Build partnerships with County, WSDOT, FHWA, NOPVCB

Threats:

- Government regulations

## **Board Homework!!**

Exercise due to Bruce no later than December 15<sup>th</sup> ... "By the end of 2008, what five doable things should the Association have accomplished." ... based on SWOT information, especially the opportunities.

By the end of the next meeting we should have ...

- Mission Statement ... meaning marketing mission statement
- Goals ... 3-5 achievable goals  
How to develop, how to achieve, completion date, accountability

Two meetings were set:

- January 23 from 4:30 - 7:00 p.m. at Pysht Tree Farm Lodge  
Board business – grant, nominations/elections, legal forms  
Work session for goals – 75-90 minutes
- February 27 from 5:00 – 7:00 p.m. Joyce Café  
Business meeting  
Work session update/continuation

The meeting was adjourned at 7:30 p.m. Alex/Loren

Minutes submitted by Sande Balch, Secretary