

# **Juan de Fuca Scenic Byway Association**

## **Board of Directors Meeting**

### **Minutes January 23, 2006 at Pysht Tree Farm Lodge**

Present: Greig Arnold, Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens, Bobbi Fuller-Shields. Also: Bruce Skinner and Kristi Agren.

The meeting was called to order at 4:30 p.m. at the Pysht Tree Farm Lodge by President Joe Murray. Introductions were made around the table to acquaint Bobbi with the Board members. The agenda was approved as presented. The minutes of the November 21, 2005 meeting were approved as printed. (Alex/Bill)

#### **Work Session with Bruce Skinner ...**

**Goals** for the byway to be accomplished before 2008 were reviewed.

Three goals received equal votes for top priority ...

- Signage, identity
- Promote "low impact," "niche" tourism
- Financial sustainability, membership

Three additional goals were also tied as the second most important set ...

- Community education
- Scenic pullouts
- Community interaction/involvement

It was decided that financial sustainability/membership should take a top priority in the Association's immediate efforts. The organization needs members to move forward, not necessarily dues. Means of funding the organization were brainstormed ...

- Membership ...  
buy-in/ownership by community/businesses, not necessarily \$\$  
decals, business directory listing  
\*\* Business Directory ... state mission/goals, include listings for all businesses along/accessed from SR112 OR charge/donation to be listed, sell bold listings and/or ads on directory, build community interest/information by individual contacts, format so can be updated, include map of with mm references
- Other grants  
NSB seed grants, Transportation Enhancement grants, foundations
- LTAC (Hotel/motel 2% funds)  
funds to be used for tourism marketing/promotion
- Fund raisers  
raffles, auctions, flea market, logging show, car show/rally, motorcycle rally, poker run (cards with purchase from businesses), scavenger hunt, salmon barbeque, bake sales, mile marker art event, byway yard sale  
\*\* Fundraisers not only raise money, but raise interest within the community and attract travelers, shows a cohesive community to the rest of the area and visitors  
\*\* Partner with existing events instead of beginning a new fund raiser that required a lot of work/effort to get started ... Festival of Trees auction (Greig ... museum, trails, salmon, story telling) Joe (logging history, trails, forest habitat, meal), Duck Derby duck sales, Joyce Flea Market, local festivals, etc.

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- Corporate sponsorship  
those with interests in logging, fishing, kayak, surfing, tribal  
\*\* Microsoft computers at kiosks to include more information/sounds than panels
- Advertising  
on business directory, print materials, web site, event fliers
- Products/merchandise  
t-shirts, hats, posters, postcards  
tie in to membership
- Donation boxes

### **Funding to be immediate emphasis ...**

- Membership
- Other grants
- Lodging tax funds
- Tie into existing events

### Reasons for raising funds ...

To provide funds for sustained operation of the Association, to pay year-round administrative costs and to fund projects.

### **Work Plan tasks and fulfillment schedule to provide sustained funding ...**

#### 1. Membership ...

##### Tasks ...

Target businesses first  
Receive decal, listing, membership card, newsletter  
Mailing to solicit? Face to face contact? Both?  
Research Dept. of Revenue to find businesses  
Database cost?  
How much will FY2006 Seed Grant cover?

##### Assigned tasks/schedule ...

Membership plan development and presentation  
Sande, Joe, Bruce by February 27 meeting  
Database of businesses  
Greig, Kristi by February 27 meeting  
Plan enacted by March 30, 2006

#### 2. Lodging Tax Funds ...

2006 NOPVCB \$3000 in budget  
2006 Clallam Bay-Seki Chamber \$600 in budget  
Develop plan to use these funds  
Sande by September 1, 2006  
2007 NOPVCB budget  
Develop partnership plan to use marketing funds  
Sande and Kristi by August 1, 2006  
2007 Clallam Bay-Seki Chamber budget  
Develop partnership plan to use marketing funds  
Sande by October 2006

2007 Lodging Tax Funds

Develop solicitation of 2% funds for 2007

Sande by November 2006

3. Tie into existing fundraisers

Develop plan to partner with existing fundraisers

Bruce by February 27 meeting

4. Other grants

Develop plan to secure additional grants

Sande to research and work on this plan

**Business Meeting continued ...**

**Election of New Board members**

Bobbi Fuller-Shields was nominated and elected to the Board of Directors with a three year term for 2006, 2007, 2008. Bobbi is filling the position vacated by Jim McLeod whose term of office expired. Bobbi commented that she would like to see people spend longer periods of time in the area and felt the business directory will help. (Alex/Loren)

**Election of Officers**

The following officers were elected:

President ... Joe Murray (Loren/Greig)

Vice President ... Alex Stevens (Loren/Greig)

Secretary ... Sande Balch (Loren/Greig)

Treasurer ... Bill Drath (Loren/Greig)

Officers signed the electronic contact and conflict of interest forms.

**Grant Letter of Match/support**

The letter of support and match of in-kind labor/time by directors was approved as presented. (Alex/Loren). All support letters from the directors have been received. The grant content and focus were reviewed and approved for submission.

**Newsletter**

A few ideas were submitted for the newsletter ... ladybugs, highlight a business when we don't have new ones to welcome, Snow Creek management, thank you to DOT for keeping the roads open during winter.

The next meeting will be February 27, 2006 in Joyce. Loren would like to have some time for other community members to attend for information. There is a concern that too much time would be required to get people up-to-date if attending the board meeting. Perhaps there could be a public information time prior to the board meeting to discuss questions with the community. The public may attend board meetings, but can not participate in the discussion or decisions. Loren and Sande will work on the place for the meeting that would accommodate a larger group of people. This public session could be announced in the paper also to draw a larger group of people.

The meeting was adjourned at 6:40 p.m. (Alex and Greig)

Minutes by Sande Balch

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, March 20, 2006 at Joyce Café**

(The February 27, 2006 meeting was cancelled due to bad weather/road conditions and rescheduled for March 20<sup>th</sup>.)

**Present:** Greig Arnold, Sande Balch, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens. Also: Bruce Skinner.

The meeting was called to order by President Joe Murray at 5:00 p.m. The minutes of the January 23, 2006 meeting were approved. (Alex/Loren)

**Fundraising: Membership Plan ...**

Sande presented a membership plan draft as worked out by the committee including Joe, Bruce and Sande. The plan defined the SR112 community, identified membership eligibility, and presented four levels of membership with benefits. Comments to the presentation were as follows:

**SR112 Community ...**

Area of land along the SR112 byway

Other areas accessed by spur roads off SR112, including Neah Bay

The area should be clearly mapped ... showing that the SR112 community would end where SR112 meets US101, where it meets SR113, where Power Plant Road and Elwha River Roads meet Laird Road, and where Piedmont Road meets the ONP boundary.

**Membership Eligibility ...**

Bylaws state "the membership of the corporation shall consist of individuals, domestic or foreign profit or nonprofit corporations, general or limited liability partnerships, associations or other entities whose background, experience or interest indicate that they will support the purposes, goals, policies and vision of the corporation."

Residents, business managers/owners, land/property owners in SR112 community

Corporate groups with ties to the SR112 community

Agencies who interact with the SR112 community

Any others with an active interest in the work of the Association

Sande was directed to check into the procedure and legality of changing the bylaws to state that the Board of Directors must have a minimum of 80% board members from within the SR112 community. The Board should also consider whether the definition of the SR112 community should be included in the bylaws or determined by the Board.

**Membership Levels and Benefits ...**

Membership

Associate Membership

Sponsor Membership

Platinum Partners

The participation "requirement" will be removed from the plan outline. Web links may be added as a benefit to the Sponsor Membership and Platinum Partners.

Sande was directed to develop a matrix to show the membership levels and benefits in a concise way that will be easy to compare all membership options. The membership plan will be presented in concept at the March 27<sup>th</sup> public meeting in Joyce and again at the April 24<sup>th</sup> meeting in Sekiu for comment. It will be presented for a Board vote at the April 24<sup>th</sup> Board of Directors meeting. Further discussion on ads, web sites and the business directory will take place at a later date when work begins on the 2006 seed grant.

### **Fundraising: Existing fundraiser events**

Bruce Skinner briefly presented some existing fundraisers with which the Association could partner without needing to create and fund a new event.

Festival of the Trees ...

Auction items where the Association would keep a percentage of the sale

Such as ... Makah Experience at Neah Bay (Greig Arnold)

Such as ... Tree Farm Experience at Pysht (Joe Murray)

Team Olympic ... Runner(s) participating in run with \$ to the Association (less cost of mailings and travel)

Duck Derby ... Sell ducks for \$5 and keep \$3 of each sale

Alex asked if we could do lotteries ... if so, we could sell tickets as to amount of rain, or date/time when we had a certain amount of rain. (We would need to check what kind/how many “gambling” events we are allowed as a nonprofit according to Gambling Commission rules.)

Loren asked WSDOT and Mary McBride to participate in public meetings. Also announced that he had been told that the “Safe Sidewalks to Schools” had been approved for Joyce and Clallam Bay.

Sande informed the Board that there would be a Washington Tourism/Scenic Byway workshop in Port Townsend on April 18<sup>th</sup>. More information is to come.

Margaret suggested we search the Office of Governor web site for the publication dated December 3, 2005, “Action for Washington Oceans”.

### **Meeting Schedule ...**

March 27<sup>th</sup> ... 4-6:00 p.m. Board Meeting, 6-7:00 p.m. Public Information Meeting

Crescent School Library (Sande to put article in the paper and make sign for door)

April 24<sup>th</sup> ... 4-6:00 p.m. Board Meeting, 6-7:00 p.m. Public Information Meeting

Sekiu Community Hall (Sande to make reservations)

May 22<sup>nd</sup> ... 5-7:00 p.m. Board Meeting at Neah Bay Marina

June 26<sup>th</sup> ... 5-7:00 p.m. Board Meeting at Joyce Café

No meetings July/August meetings. Resume meetings in September.

(Sande will work to implement 2006 grant during summer if awarded so that the Board can begin work on the grant at the September meeting. Email communication will take place in the interim if needed.)

Adjourned 7 p.m. (Alex/Greig).

Minutes by Sande Balch

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, March 27, 2006 at Crescent School Library in Joyce  
Board Meeting 4-6:00 p.m. and Public Information Meeting 6-7:00 p.m.**

**Present:** Sande Balch, Bill Drath, Loren Kreutner, Margaret Owens, Alex Stevens. Also: Bruce Skinner.

The meeting was called to order by Vice President Alex Stevens at 4:10 p.m. The minutes of the March 20, 2006 meeting were approved. (Loren/Bill)

**Fundraising: Membership Plan ...**

Sande presented the membership plan in a matrix format for further consideration. Comments to the presentation were as follows:

- The membership for no fee should apply only to people/businesses within the SR112 Community ... refer to as SR112 Community Membership
- Dues/Financial Support should be stated as being "annual"
- Do not use a reference to "business members" as there is no such category
- Refer to business directory at the "SR112 milepost business directory"
- Clarify the "Milepost" as the quarterly newsletter
- Clarify that non-SR112 community members may be included in the business directory by paid advertising only
- Check on the cost of decals/magnets before we commit to providing such
- Decals could be static or adhesive, window or bumper sticker form
- Possibly the Platinum Partners should receive some/all advertising free
- Possibly the Platinum Partners should have logo included in some web/print materials

**Membership due dates/pro-rated memberships** were again discussed ...

- Memberships could renew annually on the date membership is accepted or first of month following acceptance
- OR memberships could all be due January 1<sup>st</sup> in which case memberships accepted into the year could be pro-rated ... for example
- Jan-June 100% of dues
- July-December 50% of dues
- Or beginning in October/November the full dues buys 14/15 mo membership

**Membership Application Form** discussion ...

- Include a cover sheet explaining the purpose, goals, vision etc.
- Include information on the area of the SR112 community, types of membership (including free to those in SR112 community), who is eligible to join.
- Perhaps make the comment again on the signature portion of the application that memberships to the SR112 community are complimentary.
- Include indication of SR112 milepost for members in the SR112 community
- Include request for cell phone number
- Maximum words to describe business/services/products ... 25 words
- Perhaps include a place to state project ideas/concerns
- No charge membership to be referenced as "SR112 community membership"

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Sande will make revisions and mail packets to the Board prior to the next meeting. Sande will also check on the cost of the decals/magnets and get information on setting up a bank account for the Association.

The legal team was called concerning bylaws changes required to limit the percentage of non-SR112 members on the Board. Sande will report back when information is received.

**Business database information** thus far received was reviewed. The information was gathered by the VCB for the east end of the byway, Clallam Bay for that area, and Greig Arnold for Neah Bay. Copies of the list will be distributed to the Board members to begin thinking about businesses that are not included on the list. Most of the work on this project must be done after the next grant is available so the time counts as match to the grant to complete the business directory. The list can, however, be used as reference for the membership drive and then expanded to include businesses who join, but are not on the current list.

### **Fundraising: Existing fundraiser events**

Bruce Skinner again presented some existing fundraisers with which the Association could partner without needing to create and fund a new event.

- Festival of the Trees ... Thanksgiving weekend at Vern Burton

  - Auction items where the Association would keep a percentage of the sale (perhaps as much as 85%)

  - Such as ... Makah Experience at Neah Bay (Greig Arnold)

  - Such as ... Tree Farm Experience at Pysht (Joe Murray)

  - Such as ... gift baskets, art work

- Team Olympic ... January in Arizona

  - Runner(s) participating in run/walk half marathon (13.1 miles) with monies to the Association. If \$2000 is raised by participant through sponsors then travel/room is paid. Association would receive the amount of money raised, less the cost of mailings and travel.

- Duck Derby ... Duck sales begin April 20

  - Sell ducks for \$5 and keep \$3 of each sale

  - Bruce will bring packets for selling ducks to the April meeting

It was mentioned that a non-profit can raise up to \$5000 annually before needing to apply for a gambling license. This will be checked further.

### **Board Resignation ...**

Mark Mouzakis has requested to have his name removed from the Board of Directors as his work will not allow him to attend meetings. The resignation was accepted and Mark will be removed from the Board. (Loren/Sande) Mark is willing to help in other ways and will be approached to join as a Community Member when the membership drive begins.

### **Clallam Bay/Seki Chamber of Commerce Membership ...**

It was approved to join the Clallam Bay/Seki Chamber of Commerce (to better enable the Association/Byway to be included on the chamber web site) at a rate of \$60 per year, pending receipt of revenue sufficient to pay the dues. (Loren/Margaret). Bill abstained.

**Meeting Schedule ...**

April 24<sup>th</sup> ... 4-6:00 p.m. Board Meeting, 6-7:00 p.m. Public Information Meeting

    Sekiu Community/Conference Center, downstairs

May 22<sup>nd</sup> ... 5-7:00 p.m. Board Meeting at Neah Bay Marina

June 26<sup>th</sup> ... 5-7:00 p.m. Board Meeting at Joyce Café

No meetings July/August meetings. Resume meetings in September.

(Sande will work to implement 2006 grant during the summer if awarded so that the Board can begin work on the grant at the September meeting. Email communication will take place in the interim if needed.)

The Clallam Bay/Sekiu public meeting information will be sent to the Forks Forum and the Peninsula Daily News. The Clallam Bay/Sekiu Chamber will also be notified. Perhaps posters and other organization notification would help to encourage attendance. Neah Bay needs to be notified of the meeting (OR should there be a separate public meeting in May for the Neah Bay community?)

Adjourned 6 p.m. (Loren/Bill).

Minutes by Sande Balch

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, April 24, 2006 at Sekiu Community/Conference Center  
Board Meeting 4-6:00 p.m. and Public Information Meeting 6-7:00 p.m.**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Bobbi Fuller-Shields, Alex Stevens. Also: Bruce Skinner.

The meeting was called to order by President Joe Murray at 4:00 p.m. The minutes of the March 27<sup>th</sup> meeting were approved as printed. (Alex/Bill). The agenda was accepted with the addition of the upcoming "Milepost" newsletter.

**Membership Plan: (Sande)**

- **Membership Year/Fees.** The membership year will be January 1 – December 31. Where fees are applicable, they will be paid in full for the year. After January, fees will be pro-rated by the month. Fees initiated in the fourth quarter will be pro-rated and paid along with the full upcoming year at the time of application for membership. (Alex/Loren) Motion passed.
- **SR 112 Community Definition/Map.** The SR112 Community for the purpose of memberships and business directory listing will be defined as the area along SR112 or any road accessed from SR112 ... and ending where SR112 meets US101, where SR112 meets SR113, where Joyce Piedmont meets the ONP boundary, where Power Plant Road meets Laird Road, where Elwha River Road meets Laird Road ... and includes the Makah Nation and the Elwha tribal lands. (Bobbi/Alex). Motion passed.
- **Member Application Form.** The form was approved with the addition of the membership year information to be added. Sande will write a cover sheet and mail a final draft membership packet to the Board for review prior to the next meeting. (Alex/Bobbi) Motion passed.
- **Board Structure.** There will be no change at this time in the bylaws concerning a required percentage of the Board to be from the SR112 community.
- **Membership Plan Matrix.** The plan presentation was accepted with the sole comment being to indicate the free business directory ad for the Platinum Partners should be a "standard" size ad. These details will be worked out at the time the directory is developed.
- **Decals.** The decal/magnet/bumper sticker rates were reviewed. It was questioned whether we should have the decals dated so they would not be displayed if the membership is not in good standing. The drawback would be the cost of printing smaller amounts each year. This will be discussed again later.
- **Membership Drive.** This will be discussed at the May meeting.

**SR112 Business Directory/Database:**

The Board of Directors will continue to look over the base list and make notes of changes, additions, deletions that are needed to begin building the business database. More information will be gathered as we work on the membership drive.

**Fund Raisers ... Duck Derby:** (Bruce) The Duck Derby Race is May 21<sup>st</sup>. For each \$5 duck sold by the Board, SR112 will receive \$3.

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### **Fund Raisers ... Duck Derby (cont.)**

About 31,000 entries are in the main race and about 200 entries are in the VID (very important duck) race.

Deadline for selling ducks and turning in stubs/money is May 20<sup>th</sup>.

Either need to turn in the stub or the money for each numbered form.

Call Bruce Skinner with any questions ... 360.808.3204.

### **Goals, Grants, Work Plans: (Sande)**

Sande presented a timeline of the accomplishments/tasks to date and a projection of projects/grants through 2011. Further discussion of upcoming grant opportunities and National Scenic Byway Seed Grants goals will take place as needed. The Board of Directors will review the timeline and come back with any further questions and/or suggestions at the next meeting. (Public restroom facilities are of high priority.)

### **Mission Statement, Marketing Mission, Identified Goals:**

#### **Clallam Bay-Sekiu Chamber Membership:**

Tabled discussion to May meeting.

### **Bank Account:**

Sande will set up a no-fee bank account with First Federal Savings and Loan with the first membership funds received. Account signer forms will be brought to the May meeting.

(Alex/Loren) Motion passed.

### **“The Milepost” Newsletter:**

Sande requested information for “The Milepost”. A reminder email will be sent to the Board requesting ideas for items to include.

### **April 13, Tourism Summit Report (sponsored by NOPVCB/OPJMC):**

Bobbi noted some points of area tourism reports: If all roads in ONP were in a straight line it would go as far as Tennessee. There are 700,000 visitors to the NOP area per year. Port Angeles is adding current event promotion to tv ads. The paving of Cape Flattery Road should be complete in two years. Neah Bay has a new chamber of commerce. Visitor permits to the Makah lands are now available at the museum. The birding trail map for the Olympic Peninsula Loop should be ready in 2006/7. State Parks will air a National Geographic special. \$12 billion comes into the state through tourism. At this time only a driver's license is required to go US to Canada until 2008 when a special ID or a passport may be required.

### **April 18, Scenic Byway/Tourism Workshop (sponsored by State Tourism/DOT):**

Sande provided a written report for review.

### **Honda “Red Rider” Article: (Sande)**

The latest edition of Honda “Red Rider” includes an article about riding America's Byways including SR112. Sande is attempting to get a copy of the article.

The meeting was adjourned at 6:00 p.m. (Alex/Bill)

Minutes by Sande Balch.

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, May 22, 2006 at the Makah Marina conference room  
Board Meeting 4-6:00 p.m. and Public Information Meeting 6-7:00 p.m.**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Bobbi Fuller-Shields, Alex Stevens. Also: Bruce Skinner.

The meeting was called to order by President Joe Murray at 4:00 p.m. The agenda was amended to move the discussion of Fundraisers and the Work Session on mission statement and marketing to the beginning of the agenda so Bruce could leave early.

**Fund Raisers ... Bruce**

- The Duck Derby should have netted the Association about \$400 from the sale of ducks with \$3 of each \$5 sold benefiting the Association. The exact amount will be determined and a check written soon.
- The Festival of Trees will take place Thanksgiving weekend with the auction on Saturday. Final development should take place by the end of August and be firmly in place by the September meeting. Items discussed to auction are:
  - \*\* Makah Cultural Experience ... Greig Arnold  
food, housing, guided tour of museum, experience
  - \*\* Tree Farm Practices/tour ... Joe Murray  
tour, history, no housing available so might be a day trip  
Alex has volunteered to make a blackberry pie if food can be set up
  - \*\* Auction baskets could also be put together

Doing our own fundraisers rather than partnering with established events would require a lot more effort, more people to implement, and more money to set up and market. Fundraisers are not only to make money, but work to pull people together to put on the event and in supporting it. Events with a silent auction have to have a draw to get people to attend ... perhaps a membership with each member bringing another person would be enough people (need 50-100 people and lots of donated items to be successful). We could also work on products to sell ... initially the profit margin will be low with the cost of producing the initial stock.

- Festivals ... how to draw people to the booth and also do a fund raiser ... we could do a raffle with several items to be sold throughout the festival season and awarded after Makah Days. Perhaps a couple of smaller items to be given at close of main day of each festival.
  - \*\* Ideas ... firewood (permit to cut at M&R ... Joe), fish products (Elwha or High Tides), carving(s) (Greig to do or get), pie a month/quarter (Alex). It was suggested we pay for supplies/purchase items where necessary.

**These items are to be ready to go, committed, and brought (where possible) to the June 26<sup>th</sup> meeting as the first festival is July 7-9.**

**Work Session ... Mission Statement ... Bruce**

It is important that the mission statement can be remembered and be easily understood. Two mission statements had been developed to date ...

“To promote the Strait of Juan de Fuca highway community by engaging the past, implementing the present and planning for the future.”

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“Maintain the journey through the beauty and culture along the Strait of Juan de Fuca Highway SR112.”

The first is more a call to action than the second. It should perhaps be shorter stopping with just the promotion mission and let the rest fall under the goals/objectives. Promote could include education, tourism, safety, marketing, community building, funding, association awareness, visibility, binding the community. Need infrastructure to back up promotion, planning for the future.

Promote the Juan de Fuca highway community ... to what end? Why would someone want to join in this effort and become a member? The basic statement could be expanded upon with later communication ... and continuously.

Who is the target audience of our promotion?

- community to participate (including larger community to partner)
- visitors to the area

It is possible to change the mission statement, but it is not wise to do it too often or it will appear that the organization does not know what its mission is.

Jim Buck mentioned that SR112 is the longest moving highway in Washington State (at the emergency preparedness meetings).

Sande to put out some alternative wordings of the mission statement, including different ways to refer to the highway and some definitions of promote/promotion. The Board will consider these alternatives along with any other suggestions that might come up and a decision will be made at the June 26<sup>th</sup> meeting so this can be stated on the membership packets and be our message at the festival booths.

### **Work Session ... Low Impact Tourism ... Bruce**

What is low impact tourism?

- fewer number of motorized vehicles (too much traffic is high impact)

- come for a day or two for a specific purpose

- fewer vehicles is low impact to traveler, community, environment

- respectful travelers, less litter etc.

- off season, shoulder season when fewer vehicles already on the road

  - \*\* planning with WSDOT for pullouts, traffic counts to be prepared for impact

- can partner with other groups to attract ... car clubs, eco tourism (kayaking, biking,

  - hiking, canoeing, bird watching, wildlife watching, photography, storm

  - watching, ONP and other parks, lighthouses, etc.), some fishing/hunting in off

  - season

What are low cost ways to promote low impact tourism?

- flyers with club members

- funds already available for marketing with VCB, chambers, tribes

- partnering is very important in promotion efforts

  - VCB promotes SR112 as part of unincorporated Clallam County

    - new VCB director, Diane Schostak, is from west end community and

    - will only need some information on the scenic byway program to be

    - ready to help with marketing

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Olympic Peninsula Joint Marketing Cooperative (Clallam and Jefferson counties) partners funds for marketing of the North Olympic Peninsula which includes funds from the VCB

Chambers market destinations in the near vicinity

Visitor Centers distribute brochures

Washington Water Trails, Peninsula Trails Assoc. and the Olympic Discovery Trail could be partnered with to promote our specific area

Clallam County Parks, Washington State Parks, ONP all do marketing

**\*\* Important \*\*** to keep touch with and work with our County Commissioners

WSDOT and National Scenic Byways also promote scenic byways on web sites and printed materials

The minutes of the April 24th meeting were approved as printed. (Alex/Bobbi).

### **Membership Plan ... Sande**

The mission statement will be revised following decisions from the June 26<sup>th</sup> meeting. All Board members should study the packet closely for any changes to be made. The packet will be adopted at the June 26<sup>th</sup> meeting with any necessary changes.

Copies will then be made for distribution to Board members to begin a member drive during the summer months.

Fall meeting schedule including membership meeting(s) and election for Board members should be available to communicate to prospective members.

### **SR112 Milepost Business Directory ... Sande**

Board to continue to turn in changes, additions, deletions to base list of businesses as available so this list can be as correct as possible when we begin work on the directory.

**Project Timeline ...** To be reviewed by the Board for further discussion in June.

**Member Applications ...** Applications for Sponsor memberships from Bruce Skinner and Sande Balch were accepted. (Alex/Loren).

**Bank Account ...** An account has been established with First Federal Savings and Loan. Officers will be signers on the account which requires two signatures. Checks were given to Bill Drath as treasurer.

**Clallam Bay/Seki Chamber of Commerce membership ...** Our Association will join the chamber effective July 1, 2006. Bill was directed to write a check for \$30 for the membership. (Alex/Loren)

**FY2006 Grant Application Update ... Sande ...** Grants were to be awarded in late spring with a July 1 start date. Now the awards will happen late summer with obligation of the grant required by September 30<sup>th</sup>. This will hold up our projects by a few months ... IF our grant application is funded. There is a National Scenic Byway Conference scheduled for May 2007 (place to be announced).

The meeting was adjourned at 5:45 p.m. (Alex/Bill).  
Minutes by Sande Balch

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, June 26, 2006 at Joyce Café 5:00 p.m.**

**Present:** Sande Balch, Bill Drath, Loren Kreutner, Joe Murray, Margaret Owens, Alex Stevens. Also: Bruce Giddens and Erik Prange (both Clallam County Parks) and Bruce Skinner.

The meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was approved with the addition of PUD information by Alex and a report from Clallam County Parks to be added to other business. The minutes of the May 22, 2006 meeting were approved. (Alex/Margaret).

Sande reported that \$534.00 had been deposited in the bank account from the duck derby sales bringing the balance to \$734.00 in the account. Bill Drath was able to get the Association checks reprinted with corrected spelling.

**Mission/Vision Statements ... Bruce**

The suggested mission statement for discussion purposes was ... "To promote the Strait of Juan de Fuca Highway 112 Scenic Byway community."

This removed the SR112 reference as most people do not know ... or perhaps do not care ... that this refers to State Route 112. The mission statement should be short, but not require too much explanation ... will people understand the word promote, the word community ... should we add "way of life" or "experience" to the mission? The word community suggests that the Association will work in economic development more that we are able. A motion was made to state our mission as ... To promote the Strait of Juan de Fuca Highway 112 Scenic Byway way of life and community. (Alex/Loren). Bruce cautioned that we should not state anything we cannot realistically accomplish. After further discussion, the motion was amended.

**MOTION: Mission Statement to read ... To promote the Strait of Juan de Fuca Highway 112 Scenic Byway. (Alex/Loren). Motion passed.**

The suggested vision statement for discussion purposes was ... "That the Strait of Juan de Fuca Scenic Byway community, as well as travelers to the byway, will have knowledge of or access to information concerning the SR112 "STORY" ... the history, the culture, the archeological aspects and the natural resources of the byway ... and will appreciate the recreation and scenic opportunities the Strait of Juan de Fuca Scenic Byway affords.

And that the Juan de Fuca Scenic Byway Association is instrumental in promoting these same qualities through the National Scenic Byway program and through partnerships with state and regional jurisdictions.

To the end that the Strait of Juan de Fuca Highway SR112, a National Scenic Byway, is a shining star in the America's Byways collection of distinct and diverse roads in the U.S.A."

Comments ... should the second paragraph include the words preserve/protect/ conserve in addition to promote? should the last paragraph include the thought of being an example of wise community-based planning for an enjoyable and sustainable future? Keep goals in mind as vision statement is developed ... raise funds, create/expand membership, promote low impact tourism etc. We do NOT do planning.

## **Juan de Fuca Scenic Byway Association ... Minutes June 26, 2006 ... Page 2**

Sande commented that the key points included in this vision statement example were ... tell our story, how the Association is involved, tie to National organization, partnerships.

Bruce commented that general collaborations develop into formal partnerships.

Sande will "word smith" the vision statement and send it out for further thought. The vision statement will again be discussed at the September meeting.

### **Membership Plan ... Sande**

The membership packet was reviewed. The following changes will be made:

Include the adopted Mission Statement (and definition of the word promote)

Correct a "typo" on the first page ... should be comma instead of period

Title goals page "Scenic Byway Association goals"

Remove the "other goals" line and include all in one list

Correct contact page for Loren and Alex information

The membership packet was accepted with these changes. (Alex/Bill). The packets will be printed and ready for distribution at the festivals. Packets will be mailed to each Board member to begin membership drive this summer. Applications can be collected by the Board member or the applicant can mail to the Joyce PO Box. Include newsletters.

### **Fund Raisers ... Bruce**

The Duck Derby sales totaled 178 ducks for \$534. This can grow each year with a little more effort to sell ducks and with a larger membership participating in the sales.

The Festival of Trees auction can include packages from Greig for Native American experience and Joe Murray for an interpreted tour of the Pysht Tree Farm.

Local festival raffle ... need helpers for the festivals, especially Makah Days. Purchase tickets, put together baskets, make a poster, and send out a press release. Take copies of the newsletter to the festivals.

### **Low Impact Tourism ... Bruce**

Types of tourism ... hiking, biking, kayaking, storm watching, wildlife viewing, bird watching, whale watching, photography, etc..

Partnerships ... VCB, Joint Marketing, chambers, tribes, Washington Trails, Olympic Discovery Trail, Washington Water Trails, Audubon, lighthouse society, historical society, car clubs (Sequim 2009 National Tour of Classic Cars).

### **Press Release**

Small press release concerning membership opportunity available and participation in local festivals with raffle items.

Major story information for the PDN, Forks Forum ... feature article. Membership packets, mission statement, background, member meeting schedule.

### **Meeting Schedule**

September 25<sup>th</sup> 5:00 p.m. Pysht

October 23<sup>rd</sup> 5:00 p.m. Joyce Café

November 27<sup>th</sup> 5:00 p.m. Pysht ... membership meeting, nominations

December ... no meeting

## **Juan de Fuca Scenic Byway Association ... Minutes June 26, 2006 ... Page 3**

Meeting Schedule ... cont.

January 22<sup>nd</sup> 5:00 p.m. Joyce (Crescent School Library ... Loren to check on later)  
2007 annual meeting, membership, elections to Board

**Funding** ,, keep working on this and thinking of new sources of funding for projects and administration

**Database for Business Directory/web site** ... keep adding to, making changes. This information and information from the applications will be used when the work on the business directory begins in the fall.

### **Other Business ...**

Bruce Giddens introduced Erik Prange, new ranger at Salt Creek Park. Erik will represent Clallam County Parks at our Association meetings.

Alex announced that Highway 112 will have some traffic delays when PUD replaces power poles along the road. Alex requested that this be done when the road closure was to happen for the Pysht Fish Barrier Removal project is completed in July. He was not able to get any answer from the PUD Commissioners on the timing of this work as it is up to the contractor.

Safe Walks to School will put new sidewalks in for Joyce and Clallam Bay anytime from this fall to two years from now dependent on funding.

### **Announcements ...**

Sunset magazine had a news article on Salt Creek Park.

Adventure NW featured the water trail along the Strait.

Cowan Ranch will host a tour and roundtable discussion on July 23.

Strait of Juan de Fuca Scenic Byway was included in the Honda Red Rider magazine in the Great Escapes Spring Rides article

Crescent Community Advisory Council has been formed with Loren and Margaret both on the council.

Clallam Bay Park has a new ramp to allow access from the bridge to the beach.

The Makah Museum now includes a replica of a Japanese ship that went washed ashore near Ozette in 1834.

The Olympic National Park General Management Plan is ready for review and public meetings are scheduled for input.

The copy has been approved for the new map/brochure for National Scenic Byways.

Sande has been elected to the National Scenic Byway Foundation board of directors ... a non-profit organization.

The meeting was adjourned at 7:15 p.m. (Alex/Loren)

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, September 25, 2006 at Pysht Tree Farm Lodge, 5:00 p.m.**

**Present:** Greig Arnold, Sande Balch, Bobbi Fuller, Loren Kreutner, Joe Murray, and Alex Stevens. **Absent:** Bill Drath, Margaret Owens. **Also attending:** Erik Prange, Clallam County Parks at Salt Creek.

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the June 26, 2006 meeting were approved. (Alex/Bobbi).

Sande reported that the recent bank statement showed a balance of \$1040.00. The report was approved with a request that there be a report at least quarterly showing the balance forward, expenses/checks written, deposits and outstanding debts. (Bobbi/Alex).

**Fund Raisers:** Sande presented a report showing the receipts for each of the raffles with a total of \$344 donated. All but one of the winners were from Port Angeles (the other from Snohomish), but some of the winning tickets were purchased at each festival. A total of 53 volunteer hours and 330 miles were donated to the project. This was a decent fundraiser although the value of the items was double the amount earned, but the festivals remain a poor time to talk to people about memberships. The use of raffles at the festivals for fund raising will be discussed again in the spring.

The auction ideas for the festival of trees were explored. The M&R tour could include up to 10 people and would last about two hours. It would be most enjoyable in nice weather. A meal could be included ... perhaps a catered brown bag meal at the lodge ... but who would pay for this? The Makah trip could include a museum tour, salmon bake, guided beach walks, and perhaps a carving lesson(s) for up to six people. This would have to be timed to be sure fresh salmon were available.

We could also sell tickets to a salmon bake on the beach as a fund raiser.

We discussed doing a tree for the Festival of Trees ... how big would it need to be, who would get the money, how much would it cost to do the tree, what is the deadline to commit to doing a tree and when must it be available? Sande will talk to Bruce to get some answers and ask if Bruce could attend the October meeting to discuss.

**Public Meetings:** Time to attend these meetings/mileage should be added to the volunteer time for the grant.

National Park General Management Plan Meeting ... attended by Joe, Sande and Margaret. The meeting venues didn't allow for good public comment/discussion. The feeling is that the National Parks are a good idea, but the attitude about public access is poor. Joe and Sande will work out a letter to be submitted by the public comment deadline. (Loren/Alex).

Washington Transportation Plan Meeting ... attended by Alex, Margaret, Loren, Joe and Diane Schostak from the VCB. The Association members gave information on the highway and why they have joined the Juan de Fuca Scenic Byway Association. The WSDOT Transportation Commissioners were surprised this organization has been successful in getting funding on its own and didn't seem to know of the Association's existence. It was decided that we need to inform the Transportation Commissioners about our organization, what we do, what kind of funding we receive and how we use it, and ask

to be given an opportunity to give feedback on projects impacting the SR112 community. It was also asked if the Transportation Commissioners are paid. Sande will do some research into contacts and how the system works. There was discussion at this meeting about budget shortfalls for roads and that toll roads in high traffic areas may be in the future of WSDOT.

A future focal point meeting could be to discuss information to be shared with the Commissioners. Also, a meeting to discuss the Elwha interpretive/rest stop area project. (No one wants to pay for or maintain a new area ... not ONP, WSDOT, NFS.) Ownership of the parcel of land is perhaps to go from WSDOT to ONP. Sande will talk to Bill Riley at our local WSDOT office about ownership.

**Newsletter Items:** Sande requested that any further items for the newsletter be submitted by the first week in October so the newsletter can be ready by mid-October.

**Grant Update:** Federal Highways recently announced the 2006 Scenic Byway grants. The application for seed grant funds in the amount of \$25,000 for SR112 was approved as the second priority project for Washington State. However, the funds will not be available until after January 2007.

In the mean time, Sande will work with the local WSDOT and Olympic Region people in Olympia to prepare for obligating the funds to avoid further delays at the time the funds are available. The Association should decide on interim work that can be done and prioritize the work plan items before January.

**Vision Statement:** The revised vision statement was discussed which includes emphases on telling the byway story, intrinsic values, the roles of the Association/partnerships/national program, and the experience of residents/travelers.

We need to work for cooperation with all entities in the byway community to accomplish goals that benefit all ... coordination of efforts to not have duplication. We need to be aware of what is happening on the byway. We should include information from tourists.

The vision statement will be reviewed again in October and voted on at that meeting if a consensus can be reached.

**Meetings/Elections:** Nominations for Board of Directors or agreement to remain on the Board for those terms expiring (Joe, Bill, Loren) should be given to Alex Stevens, Vice President. Nominations will be announced at the November meeting with elections to follow at the annual meeting, probably in January.

**All current Board members should complete their application forms and submit them prior to the October meeting (or at least bring them to the meeting) so the memberships can be considered/accepted at that meeting.**

The next Board of Directors meeting will be held on Monday, October 23<sup>rd</sup> at 5:00 p.m. at the Joyce Café.

The meeting was adjourned at 6:41 p.m. (Alex/Loren).

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, October 23<sup>rd</sup> , 2006 at Joyce Café, 5:00 p.m.**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Loren Kreutner, Joe Murray, Margaret Owens and Alex Stevens. Also attending: Erik Prange/Clallam County Parks at Salt Creek, Diane Schostak/NOPVCB, Bill Riley/WSDOT, Mike Doherty/Clallam County Commissioners, and Bruce Skinner/consultant.

The meeting was called to order by Vice President Alex Stevens at 5:10 p.m. The agenda was approved with the fundraiser discussion moved to the top of the agenda.

**Fund Raisers:** Bruce Skinner talked about the Festival of Trees fundraiser and how the Association could participate in the festival as a fundraiser for the organization. The auction is held the weekend after Thanksgiving. There are 40 trees with 40 design artists and 40 sponsors. The trees are 6 foot trees, fire retarded and in stands. The sponsors pay \$700 with \$375 going to the design artist for décor and the rest to pay for the tree, stand and some donation.

There are three ways that the Festival of Trees could give the Association an opportunity to fund raise through the tree auction:

**Sponsor:** find a sponsor within our community. The festival would pay the Association \$250 or 1/3 of the auction price of the tree, whichever is greater.

**Design:** do the design for a tree. The festival would pay the Association \$250 or 1/3 of the auction price of the tree, whichever is greater. Decorating is done the Tuesday and Wednesday prior to Thanksgiving until 3 p.m.

**Premium Item:** provide an add on item for the tree, such as a trip/experience or products/gifts. The festival would pay the Association \$250 or 1/3 of the auction price of the tree, whichever is greater.

It is necessary to commit to the design and/or sponsorship by November 1<sup>st</sup>. Premium items must be outlined also by November 1<sup>st</sup>. The design will be considered although it is very short notice for this year and may be best to do this in 2007 if the offer still stands. The “experiences” for Neah Bay and the Pysht tree farm will be worked out.

Another way to raise money would be through the sale of a wreath which typically sell for \$50-100. The festival would pay the Association 75% of the auction price.

We thanked Bruce Skinner for giving us this opportunity to participate in two well-established fund raisers this year to begin our fund raising efforts, the Duck Derby and the Festival of Trees.

President Joe Murray took over the meeting.

The minutes of the September 25, 2006 meeting were approved. (Alex/Bobbi).

Bill provided a financial report showing all deposits and expenditures since the bank account was opened on May 16<sup>th</sup>, 2006. There is a balance of \$1040.00 in the bank account. The report was accepted. (Alex/Loren).

**Vision Statement:** The vision statement draft was discussed in great detail, revised, and adopted as edited. (Alex/Bill) Vision Statement Draft: That the Strait of Juan de Fuca Scenic Byway community, as well as travelers to the byway, will have knowledge of or access to information concerning the SR 112 “STORY”

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... the history, the culture, the archeological aspects and the natural resources of the byway ... and will appreciate the recreational and scenic opportunities the Strait of Juan de Fuca Scenic Byway affords.

And that the Juan de Fuca Scenic Byway Association is instrumental in promoting these same qualities through the National Scenic Byway program and through collaborations and/or partnerships with local, state and regional jurisdictions. The association work to raise awareness of the byway program and support of the role of the association with a strong local membership in the Juan de Fuca Scenic Byway Association.

To the end that the Strait of Juan de Fuca Highway SR112, a National Scenic Byway, is a shining star in the America's Byways collection of distinct and diverse roads in the U.S.A.

Vision Statement Final Adopted 10/23/06:

The Strait of Juan de Fuca Scenic Byway community, as well as travelers to the byway, will have knowledge of or access to information concerning the highway story, the history, the culture, the archeological aspects and the natural resources of the byway, and will appreciate the recreational and scenic opportunities the Strait of Juan de Fuca Scenic Byway affords.

The Juan de Fuca Scenic Byway Association will be instrumental in promoting these same qualities through the National Scenic Byway program and through collaborations and/or partnerships with local, state and regional jurisdictions. The association will work to raise awareness of the byway program and encourage support of the association with a strong local membership in the Juan de Fuca Scenic Byway Association.

**Membership Applications:** To date two membership applications had been accepted, for Bruce Skinner and Sandra Balch as sponsor memberships. Applications for the following were presented for approval:

- Greig Arnold, community membership
- Alex Stevens, community membership
- Loren Kreutner, community membership
- Margaret Owens, community membership
- Erik Prange/Salt Creek County Park, community membership
- Barbara Nelson/Thanx-a-Latte, community membership
- Sandra Howe/Family Hair Care of Joyce, community membership
- Bill Drath, associate membership
- Merrill and Ring, associate membership
- NOPVCB, sponsor membership
- Bobbi Fuller/Elwha Dam RV Park, sponsor membership

All applications were accepted. (Alex/Bobbi). Joe Murray asked if he could apply for an individual membership in addition to the membership of Merrill and Ring and how the voting privileges would apply. This will be explored and discussed at the November meeting.

**Nominations/Elections:** Terms of office for board members Joe Murray, Loren Kreutner, and Bill Drath expire at the end of this year. Joe and Bill are willing to serve on the board for another term. Loren has declined as his time commitment to other community efforts has increased this year. He will, however, remain a member in the association. Bill Riley, WSDOT, stated that board membership would be a conflict for him as a state employee, but would attend meetings when possible and work with the board. Erik Prange, County Parks, is not able to commit to the time board membership would require, but will also attend meetings and be involved wherever he can help. Nominations for the board should be submitted to Alex Stevens prior to the November meeting. Elections for the Board and internal board officer elections will be held at the January board meeting.

We may check into using the Crescent School for the January meeting to have a little more room. All members should receive special notice of this meeting and the nominations to the openings on the Board.

**Non-profit Registration:** Sande requested approval to pay the \$10 non-profit registration fee. This expenditure was approved. (Alex/Loren).

**Grant Update:** Funds will be released March 1, 2007. Sande will work with the county to prepare Transportation Improvement Program inclusion for the county/state, county/state working agreement, and a personal services agreement for the grant coordinator with the county. The association should look at the grant work plan in January to make any adjustments and present to the county and state prior to funds being released.

**Elwha Interpretive Site Update:** It seems possible to open a dialogue between this association, WSDOT, Clallam County, Olympic National Park, the Elwha Tribe, and the community concerning use, development, and time plan for this area. Mike Doherty may be able to host through the county. Involve the Audubon Society as a birding site?

**Transportation Commission Update:** Sande has established contact with the Commission office and has been asked to submit written material to the commission. If there are questions or a need, the association may be requested to make a report in person at a later date. Announcements of meeting agendas and minutes will be emailed to Sande. All information is available on the web site, copies of which were provided to the board.

**Announcements:**

Bill Riley, WSDOT: SR112 will be chip sealed in June/July 2007

Margaret: Consider setting up Disaster Preparedness Training classes all along SR112. Elwha to Twin will be in February (3 all-day Saturdays in a row). Call Jamye Wisecup to schedule training sessions.

Sande: SR112 will be included in the National Geographic Scenic Byway guide. Some SR112 information and gifts included in an auction basket for Washington State juvenile services conference (Sande donated). The next national byway conference will be May 20-23, 2007 in Baltimore.

Mike Doherty: Presented a copy of an aquatic resources poster and a color book as ideas for SR112 to use. The Audubon birding map is due out in December. Clallam Bay will reapply for the school sidewalk project.

Diane Schostak: When asked if we could request emphasis of rural and tribal tourism in the new tourism management plan, Diane replied that the plan was the same, just the catch phrase of "SAY WA" was dropped. The marketing for Washington will now be "Endless Discoveries".

The next Board of Directors meeting will be held on Monday, November 27<sup>rd</sup> at 5:00 p.m. at the Pysht Tree Farm Lodge. The meeting was adjourned at 6:45 p.m. (Alex/Loren).

