

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, January 22, 2007 at Joyce Café, 5:00 p.m.**

Present: 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, Mike Doherty/Clallam County Commissioners.

The meeting was called to order by President Joe Murray at 5:05 p.m. The agenda was approved with discussion of the Clallam Bay-Seki Chamber membership renewal added to the agenda. The minutes of the October 23rd, 2006 meeting were approved as written. (Loren/Bobbi). The Treasurer's report showed a balance of \$1,746.57 as of December 31, 2006 and was approved as presented. (Loren/Bobbi).

Nominations/Elections/Officers:

Board terms have expired for Joe Murray, Bill Drath, and Loren Kreutner. Joe and Bill agreed to remain on the Board of Directors, if approved. Loren declined due to other community activity commitments. The Board thanked Loren for his dedication to this organization over the last three years. Nominations to the board for the three-year period of January 2007 through December 2009 were Joe Murray, Bill Drath, and Diane Schostak. These board nominations were approved. (Bobbi/Loren).

All board officers agreed to continue in their current roles with Joe Murray as President, Alex Stevens as Vice-president, Sande Balch as Secretary, and Bill Drath as Treasurer. This slate of officers was approved. (Bobbi/Margaret).

Dues and Memberships:

The question was presented concerning dues collected for memberships during the year of 2006 and whether this applied to 2006 or 2007. It was decided that all dues collected for memberships the latter part of the year in 2006 would apply to the full year of 2007 since the privileges of paid membership (advertising in business directory, decals, etc.) are not available until the FY2006 grant funds are released to begin those projects. Beginning in 2007, paid memberships will be pro-rated if received after the first of the year and memberships paid in the last quarter of the year will be pro-rated for the current year and paid along with the full year membership due in the upcoming year. (Alex/Bill)

The current membership is as follows:

SR112 Community Members (no fee): Margaret Owens, Greig Arnold, Alex Stevens (Joyce Café), Loren Kreutner, Erik Prange (Salt Creek County Park), Barbara Nelson (Thanx-a-Latte), Sandra Howe (Family Hair Care of Joyce).

Associate Members (\$25): Joe Murray (Merrill and Ring), Bill Drath.

Sponsor Members (\$100): Bruce Skinner (Skinner and Associates), Sande Balch, Bobbi Fuller (Elwha Dam RV Park), Diane Schostak (NOPVCB).

Fund Raisers:

The Festival of Trees auction included two premium items from this group, a Makah Experience package and a Tree Farm Tour package earning the association \$566.67. Bruce Skinner will be consulted again concerning participation in the Duck Derby and in the Festival of Trees to raise funds for the association in 2007.

Grant Updates:

FY2006 Seed Grant #3: The last word was that the grant funds would be available on March 1st. The County process to include in budget and work plan is completed. A job description for a personal services agreement will be completed in the next few weeks and submitted to Rich James. Discussions with Bill Riley concerning logo design, sign placement and maintenance have taken place and will continue throughout this grant project. Sande will follow-up with WSDOT to check on award date.

FY2007 Seed Grant #4: The grant application is nearly ready to submit. Two WSDOT people are reviewing the draft to make suggestions and letters of support and match funds need to be attached. Besides the scenic byway grant application, the process this year required a lengthy application process to grants.gov to be registered with the federal government in order to receive funds from FHWA and the National Scenic Byway Program. The grant application with work plan and budget were approved as presented by Sande for submission to the National Scenic Byway program. (Alex/Bobbi).

Future transportation grant: Some discussion has taken place at previous meetings concerning use of the Elwha River overlook as an interpretive area with possible rest stop facilities. It was approved by the board for Sande to put the players together to scope out project goals and grant possibilities for the Elwha area. (Diane/Alex). It was requested that the Audubon Society be included in that group of players.

2007 National Scenic Byway Conference:

The 2007 National Scenic Byway Conference will be held May 20-23 in Baltimore, MD. Sande requested permission to register herself and Diane Schostak to attend the conference this year. Diane (as director of NOPVCB) is the federal marketing contact for the Strait of Juan de Fuca Highway Scenic Byway. Sande feels that it is important for Diane to learn more about the scenic byway program, how to take advantage of the program for marketing purposes, and become familiar with others in the program to be better able to network with this group. The budget for the FY2006 grant allows \$2000 for training and should come close to paying the way for two people by taking advantage of our byway discount registrations, conference room discount, and good buys on air fare. Sending two people to conference, Sande and Diane, was approved. (Alex/Bill).

Newsletter, "The Milepost," Articles:

Any additional ideas for the newsletter should be called/emailed to Sande by February 15th. The newsletter will be printed and distributed to board members at the meeting on February 26th.

Korean War Veteran's Memorial Designation:

Gerald Rettela is interested in getting one of the state routes in Clallam County designated as a Korean War Veteran Memorial highway. It was approved for Sande to continue to coordinate with this effort if SR112 is chosen for the designation. (Alex/Bobbi). One suggestion was to sign the route markers alternately for the scenic byway and for the Korean designation so there is not so much information that needs to be taken in at one time while driving the road. It was also discussed that the association should make an effort to be involved with the Veteran's Park in Neah Bay.

National Scenic Byway Map Book:

We will work to get a better photo to the national office to use for our byway to replace the Elwha Bridge photo that has been used since designation.

Other items discussed were to produce a black on white placemat map that can be used for coloring for kids. White pad placemats can be rather inexpensive to produce. Also, a map with businesses indicated, one color, like is used for West Jefferson County, may be an option for the business directory. Diane will check on cost and bring samples to the next meeting.

Clallam Bay-Sekiu Chamber Membership:

It was approved to renew membership with the Clallam Bay-Sekiu Chamber at \$60.00. (Alex/Bobbi). Bill Drath abstained.

Transportation Commissioners Update:

Sande sent print materials to the Transportation Commission to give background information, goals, tasks accomplished, partners and mission of the Juan de Fuca Scenic Byway Association. Other samples of print projects were also sent: map, bookmark, brochure, postcard, newsletters. The Commission has included this organization on its email list for agendas and minutes.

Meeting Schedule:

Generally meetings are the 4th Monday of the month from 5-7:00 p.m. and alternate between Pysht Tree Farm and Joyce Café.

Monday, February 26th ... Pysht Tree Farm

Monday, March 26th ... Joyce Café

Monday, April 23rd ... Pysht Tree Farm

~~ NOTE CHANGE IN NORMAL SCHEDULE ~~ due to holiday

Tuesday, May 29th ... Joyce (café is open on Tues., may need to change location)

Monday, June 25th ... Pysht Tree Farm

No meetings usually in July and August unless required to meet grant deadlines.

Other Business and Announcements:

~~ The new sidewalks to school are actually being used. There are some low spots that need redirection of water.

~~ It was asked why there was no public comment to the burn ban imposed on the Joyce urban growth area. Mike Doherty commented that the restriction is part of a state law, passed more than a decade ago, that has been phased in gradually. On January 1, 2007, outdoor burning became illegal within Urban Growth Area. For more information consult the web site for Olympic Region Clean Air Agency, established in 1968 after passage of the Clean Air Washington Act, at www.orcaa.org.

~~ The Audubon birding maps are due to be delivered around the end of February.

~~ WSDOT will be doing a survey concerning the 40 mph speed from mile marker 41 west to the 112/113 junction.

~~ There are new owners, Hwai-Kee Tsiang and his wife Sandy, at the bed and breakfast, formerly Winter's Summer Inn, in Clallam Bay. The new name is Winter-Summer Inn.

~~ A letter will be written by Joe to state legislators addressing State Parks appropriations concerning Hoko State Park. (Alex/Margaret) Bill Drath abstained.

The next Board of Directors meeting will be held on Monday, February 26th at 5:00 p.m. at the Pysht Tree Farm Lodge. The meeting was adjourned at 6:45 p.m. (Diane/Alex). Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, February 26, 2007 at Pysht Tree Farm Lodge, 5:00 p.m.**

Present: Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak. **Absent:** Alex Stevens. 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 January 22, 2007 meeting were approved as written. (Bill/Bobbi).

Meeting Schedule:

The meeting schedule suggested at the January meeting was approved.

Monday, March 26th at Joyce Café at 5:00 p.m.

Monday, April 23rd at Pysht Tree Farm Lodge at 5:00 p.m.

Tuesday, May 29th at Joyce Café at 5:00 p.m. (***note that this is a Tues. meeting***)

Monday, June 25th at Pysht Tree Farm Lodge at 5:00 p.m.

(No meetings planned for July or August)

FY2006 Grant Update:

To date there has been no notice as to release date for funds. The timing for projects may need to be projects based on start date of grant work, but that decision will have to be made when we know the date. Sande is continuing to make reservations for the May conference and will cancel if funds don't come through in time.

Sande used the WSDOT sign inventory to check signs from mileposts 0-60 going both east and west. There are 12 SR112 route markers going west and 11 going east.

It was approved to allow Sande to move ahead on the sign design with Laurel Black if the funds are released between the February and March meetings. (Diane/Margaret)

Letter to Washington State Parks:

The letter to Washington State Parks had not been written, but will be prior to the March meeting. Joe and Bill will work on this together.

Bill mentioned that there had been a potential buyer for Olson's Resort in Sekiu, but the buyer was intending to privatize the entire resort area which would make the break water, launches, moorage, camp/rv, and many rooms not accessible to the public. Washington State Parks has been approached to buy the property. It would be a big purchase and could take funds from other projects to accommodate the expense.

Business Directory Format:

Diane brought samples of the West Jefferson County brochure. It is easy to do, one color. Printing costs are 30,000/\$2260 plus tax or 60,000/\$4200 plus tax. There is a set up/design cost of \$800 (\$40/20 hour).

The listings could be by mile markers or category or both. A grid could be used to display. Additional items that could be included are points of interest, campgrounds, etc.

How to distribute? What do you want the brochure to do? What do you want people to do? How do you inspire people to do ... what?

This can be a good marketing tool. Perhaps a small group should work with the consultant for the initial development after some general input from the larger group. The logo, print material, signs, website should all be tied together ... called *Marketing*.

Perhaps there is a way to get access to and use some of the state ortho photos in our materials. These would be to-scale aerial, multicolor photos.

Elwha Overlook:

Sande spoke with Brian Moorehead at WSDOT Local Programs and Debbie Clemen at WSDOT Planning. The property at the Elwha overlook is on the list of properties to potentially be considered surplus and sold. Options are for WSDOT to give the property to Clallam County, for Clallam County to sign an air/space lease that would include a maintenance agreement and allow the county to get funding to do work on the property, or lastly to surplus the property and sell it. The next step would be to send a letter expressing an interest in having someone keep the property available and showing some value in doing so. Following that we should work with Clallam County to set up a meeting to discuss this with potential partners.

It was suggested that Audubon and Back Country Horsemen be included in the talks when we start discussing use of the area and maintenance.

It was approved for Sande to write a letter to WSDOT expressing an interest in partnerships to keep the Elwha overlook area available for an interpretation site and ways to manage the maintenance. (Margaret/Bobbi)

Fundraisers:

The Duck Derby sales will begin April 20th. Sande will meet with Bruce to set our association up as a team for sales.

A brief discussion took place concerning the time and cost involved to do a booth at each of the local festivals. If we do this, more people will need to help and we will probably have one basket for each festival that will be awarded at the end of the day. We may also want to combine with Clallam County/County Trails to do the Clallam County Fair. More discussion to follow.

Other Business and Announcements:

Sande shared some "product" ideas she found while in Oregon. Several photo themes were put in collage format ... Oregon lighthouses, wildlife, scenic areas and coast ... and then applied to placemats (attractions map on flip side), photo cubes, rulers, note pads, postcards, note cards, mugs, glasses, playing cards, coloring books and 50-piece puzzles.

We could use some of the ideas in brochures and on the web in the same way so there is some consistent look. Start with some small, not too expensive to produce, ideas and progress from there. Where would we sell the items?

Diane reported that the new Olympic Peninsula travel planner is out. About 75,000 will be distributed off the peninsula this year. This is a joint marketing project (10 partners). Diane will attend the LA Tradeshow, Japan Sales Mission, NW Women's Show, PowWow, Baltimore Scenic Byway Conference (or, if cancelled, the Sunset Magazine show). The NOPVCB was asked to develop a marketing plan that would utilize an additional \$100,000 this year, for a total of \$365,000. Many images, many times will be the way to reach our Puget Sound neighbors.

Margaret announced that the Audubon birding map for this area is done. Copies can be requested (not free) at www.wa.audubon.org or call 206.652.2444.

Greig announced that the Corridor Management Plan for the Cape Flattery Trail is completed and in final draft form.

The next meeting is March 26th in Joyce. The meeting was adjourned at 6:45 p.m. (Bill/Bobbi).

..... Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, March 26, 2007 at Joyce Café, 5:00 p.m.**

Present: Sande Balch, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens.
Absent: Greig Arnold, Bill Drath, Diane Schostak. Also attending: Erik Prange/Clallam County Parks at Salt Creek, Bill Riley/WSDOT, Laurel Black/Laurel Black Design.

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

Laurel Black of Laurel Black Design presented information on working with a group to create a logo. We were told to think of a logo as a tool to accomplish a mission with art as one component of the logo. The logo should help people choose *you* over the competition. Laurel usually works with only three or four people on a sub-committee to the point of no more than three final concepts. Working with a larger group takes longer and makes it harder to schedule meetings. A smaller sub-committee or larger group to do all the preliminary work is the choice of the client. Since there are only eight board members and the discussions would take place at regular meetings through June, this group felt that it would work and be of benefit to involve the full board of directors. Bringing in community response was also discussed. It was agreed that it would be too time consuming and would be difficult to bring everyone up to speed on missions and markets etc. and still be able to accomplish the project within time and budget restraints. Each board member could, however, talk to other community members, especially new members, to get their input on logo ideas. The board member could then bring that information to the meeting.

Two homework assignments were given out to the board members and are “due” at the April meeting. 1) gather examples of marketing and communications materials (print and web) from other byways. 2) gather examples of graphic design that you like and dislike from any kind of business. Sande will obtain and provide examples of other byway logos prior to the next meeting so that board members can study them.

It was approved to have Laurel prepare and submit a proposal to work with the Juan de Fuca Scenic Byway Association in creating a logo for the Strait of Juan de Fuca Highway SR112. (Alex/Bobbi). Laurel will send the proposal to Sande who will in turn send it out to the board prior to the April meeting. The final product will be a disk that has the logo in color and in black and white, in four different file formats each. The client owns the art/logo when all fees are paid. The project does not include printing of any materials.

We were asked to also think about how the logo will be used. Logo uses presented at this meeting were: signing, web site, print material, decals for members, banners, National Scenic Byway materials, retail products (cards, clothing, glassware, etc.)

Bill Riley informed us that there are some design errors that can be avoided such as using red in large areas on a sign (which fades to orange), using too much green or brown in sign design (which makes the sign virtually invisible in this environment), making the sign too attractive to vandalism or theft. The logo/sign design will require a WSDOT review which is generally a short process. Sande will review the WSDOT scenic byway logo signing guidelines, discuss this information with Bill Riley and pass it on to the board prior to the April meeting.

The potential schedule for work to create a logo is as follows:
March 26 ... Initial discussion and introduction, followed by proposal

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April 23 ... Acceptance of proposal

April 23 ... Research meeting using homework assignments, sign guidelines

This will be a 2-hour work session beginning at 4:00 and followed by the board meeting at 6:00 (Pysht Tree Farm Lodge).

May 29 ... Presentation and discussion of sketches, selection of 3 or 4 for development

June 25 ... Presentation of fully developed concepts and selection of final logo design if possible, followed by fine tuning of design

Late summer ... Design turned over to WSDOT for fabrication of signs

If sufficient funds are available, extra signs will be fabricated as replacements where weather/vandalism/wear make this necessary

Spring 2008 ... Install signs after worst of winter weather has passed

The agenda was approved. The minutes of the February 26, 2007 meeting were approved as written. (Bobbi/Alex). There will be a quarterly treasurer's report at the April meeting.

Concerning finances, Sande reported that the association had received the booklet from IRS to submit a 990 tax form. According to the instructions, non-profits who do not usually have an income of more than \$25,000 do not need to submit the report. This group has not received over \$25,000 in 2005 or in 2006 since the grants are used over such long periods of time. No report is required at this time.

FY2006 Grant Update:

The Local Agency Agreement between Clallam County and WSDOT is signed. The Personal Services Agreement to hire a byway grant coordinator is at the Public Works Department for approval. The funds will be released and ready to go within a few days.

Elwha Overlook Site:

The letter from our association, a vote to hold the Elwha site from WSDOT Planning, and discussion from Mike Doherty have put the surplus of the property on hold. According to Bill Riley, the property can be "given" if it stays in a transportation use ... to Clallam County (potentially even given to our association, but we are not prepared to take on the liability or maintenance).

We need to arrange a sit-down discussion with all potential partners (include Fish and Wildlife). How can this area be used? Who are the partners? How to maintain? Include gates, lights, restrooms (pit toilets), fences, trails? How to stop trash, drugs, overnights? Perhaps it could be brushed out to the highway so more visible, signs for "no littering" with fines, limited time use, no overnight, neighborhood watch signs.

Letters:

Letters were composed and mailed to Washington State Parks in support of funds for Hoko Ranch area, USDA in support of grant for Clallam Bay/Sekiu, to WSDOT in support of holding the Elwha property to allow time to develop plan of use for the area.

National Scenic Byway Conference:

Baltimore, May 20-23, 2007 ... Sande and Diane attending
Reservations for registration, air travel, and lodging have been made. Meetings with federal staff have been scheduled. A request for funds will be submitted to the County when the grant is activated. Costs for the conference will be covered by the NOPVCB and submitted to the grant for reimbursement after the conference.

Fundraisers:

Duck Derby Sales:

Sande will submit board member information to Bruce Skinner to form our "team". Erik Prange will also be included on the team. Sales materials should be ready so that Sande can bring them to the April meeting (official start of sales is April 20). Sande will check with Bruce Skinner to find out when our deadline is for sales.

Local Festivals:

Since it is very time consuming to work the local festivals and the revenue from the raffles was less than the value of the donated items, the idea of trying the Clallam County Fair was discussed. Perhaps we could team up with Clallam County/Trails and help staff the booth. Do we want to do one raffle basket?

Clallam County Trails ... Adventure Trail

When a map is done for the Adventure Trail, can the Highway 112 be shown as a National Scenic Byway? How about also showing the water trail so that the three-way travel for the area can be emphasized?

Korean War Veterans Memorial designation:

The current proposal is to designate SR113 from US101 to the junction with SR112 and SR112 from that point to the western end at the Makah Nation as the Korean War Veterans Blue Star Memorial Highway. The news items caused some concern as it indicated that the road would be "renamed" and that made people think they would have to change their addresses and marketing materials. In fact, the designation is honorary and will have a placard on the highway, but changes no official references to the road.

Next Meeting:

Monday, April 23rd at Pysht Tree Farm Lodge

Early Time !! 4:00 p.m. to 6:00 p.m ... Workshop with Laurel Black

6:00 – 7:00 p.m ... board meeting

This meeting could run overtime ... do your homework, that will facilitate our work.

Study logos from byways. What do you like/not like about other logos/signs?

(not limited just to byway logos, look at other signs around town)

How will we use our logo? What do we want the logo to do for us?

The meeting was adjourned at 7:00 p.m. (Alex/Bobbi).

Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, April 23, 2007 at Psyht Tree Farm Lodge**

4:00 – 6:00 p.m. Work session with Laurel Black Design

6:00 – 7:00 p.m. Board meeting

Present: Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Diane Schostak. **Also attending:** Erik Prange/Clallam County Parks at Salt Creek, Laurel Black/Laurel Black Design.

The meeting was called to order by Vice-President Alex Stevens at 4:12 p.m. The proposal presented by Laurel Black Design for graphic design work to develop a logo for the Strait of Juan de Fuca Highway was approved. (Bill/Bobbi).

Work Session with Laurel Black Design

The meeting moved to a work session with Laurel Black.

Unique Characteristics of the Strait of Juan de Fuca Highway SR112

Natural, scenic, recreational, historical, cultural, archeological

- all stages of reforestation, forest management, logging
- abundant wildlife, trail of the gray whale, “your pod or mine”
- bird watching, flyway for turkey vultures
- access to the Strait, hugging the water, sea stacks
- abundance of activities, something different for everyone
- iconic bird, eagle
- old-time farms, homesteads
- Native American cultures
- It’s all about the water .. Indian survival, trees, wildlife, logging, homesteaders, current recreation
- archeology, geology
- natural beauty
- “working highway”, still beautiful, good stewards of land, embryonic forest
- iconic, evergreen/deciduous mix
- still pretty, wild, expansive, rural
- mountains ... not a big part of area, view of, valley created, headlands to water, but mountains are more the surrounding area than SR112 (keeps people out ☺)

Ideas ...

- Brochure with history of WWII lumber etc.
- Auto bingo ... junk car, eagle, spring board, etc.
- Card spots for brochure

Work Session with Laurel Black Design (cont.)

Describe the Strait of Juan de Fuca Highway SR112

- cross rivers, streams
- forest coming down to the Strait
- “longest continuously moving highway” per Jim Buck
- “actually see your own tail lights in some curves”
- historical, history is close, you can touch it here, history is fresh here
- sinuous, “white knuckle”
- lots of things to see and do
- how do city people deal with “quiet” (trouble sleeping as it is too quiet, too dark)
- ailment ... “nature deficit disorder”
- in 40’s/50’s families piled in cars and went camping, current generation is retro
- see the stars, hear the quiet
- quaint, relaxing
- cornucopia, verdant,
- uncrowded, open, expansive, beach to yourself, no traffic jams
- rugged, sturdy, independent ... like the people
- solitude in the splendor, spiritual
- “crooked little road along the Strait”
- SR112 “What a ride!”

Logo/Sign Design discussion

- Logos should be simple, must be able to absorb while traveling 40-55 mph
- Iconic (like litter pick up sign)
- High contrast
- Silhouettes are strong
- Rectangular sign with logo inside
- Not too busy, but not generic
- Break the border of the logo shape with part of logo
- Represent some portion of the landscape
- Feel of vintage, historical, not too modern (can achieve with font type)
- We grow tall trees, show vertical
- Perhaps include ... not all true full length of road, but still representative (like wind blown tree on the Big Sur, California signs, not everywhere on road, but represents)
 - winding road, hugging rocks, trees down to water
 - sea stacks, eagle
 - sun in west, shafts of light
 - MP41 looking west to Pillar Point good representation
 - “suggest” trees with a branch, eagle with talon or wing??
- What to accomplish with this logo ...
 - Grab attention
 - Remember
 - Recognize

The Board of Directors business meeting resumed at 6:15 p.m. with President Joe Murray. The minutes of the March 26, 2007 meeting were approved. (Greig/Margaret). The treasurer's report showed a balance of \$1786.57. There is a 10¢ discrepancy (probably due to recording the Festival of Trees income incorrectly). Bill will check this out and correct by the next report. This report was accepted as presented. (Alex/Bobbi) Check #1002 written last year for the Clallam Bay-Sekiun Fun Days Booth Rental has never cleared and is lost. It was approved to reissue the check for \$8.00. (Alex/ Bobbi)

Fund Raisers

Duck Derby ... Sande handed out duck derby sales packets and explained the process. The deadline for submitting funds and all unsold tickets is Friday, May 19th. Everything should be taken to the hospital foundation office at the Landing Mall, 417-7144.

Local Festivals ... No booth or raffles this year.

Clallam County Fair ... No booth, but will try to get brochures out with the Trails people.

7-Cedars ... Greig will check on process, eligibility, availability of funds through casino

NOPVCB Tourism Enhancement Grant ... Sande will write an application for a tourism enhancement grant from the Clallam County hotel/motel funds. (Alex/Bobbi)

Membership Drive

Sande will revise the Board contact list in the membership packets, reprint, and distribute. Board members were asked to begin work on the membership drive in May and June and to keep track of miles and time so this can be recorded as part of the match to the grant. The Board requested that Sande provide "talking points" so it will be easier to convey our message consistently to prospective members.

Tourism Summit

Bobbi will be attending the Tourism Summit on May 9th at the Jamestown S'Klallam tribal offices. Her registration will be paid by the NOPVCB. She will take our information to the meeting also. Sande will provide a prepared announcement concerning the potential Elwha overlook project and our membership drive. She will also send brochures with Bobbi or the NOPVCB for distribution at the summit.

WSDOT Interactive Marketing Workshop ... "How to Make Byways Pay Off"

It was approved to pay the registration/meals, gas, lodging expenses for Sande to attend this workshop in Packwood on May 7-8th. Byway leaders asked for these kinds of workshops and have encouraged that some type of workshop be held annually to keep the byways in touch and able to network, to pass on new information, and provide training.

Other business/announcements ... Bill Drath provided copies of the spring 2007 "Living on the Peninsula" with an article about the Clallam Bay-Sekiun Chamber of Commerce.

Next Meeting ... The next meetings will be **June 4th at 5:00 at Joyce Café** (Presentation of logo sketches by Laurel Black ... summit/workshop/conference reports, membership drive, newsletter) and **June 25th 5:00 Pysht Tree Farm** (Presentation of developed logo designs by Laurel Black). June 25th is the last scheduled meeting until fall.

The meeting was adjourned at 7:27 p.m. (Alex/Bobbi). Minutes by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, June 4, 2007, Joyce Café**

**5:00 – to complete: Work session with Laurel Black Design
Followed by Board meeting**

Present: Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Greig Arnold. Also attending: Lori Pena/Clallam County Parks at Salt Creek, Bruce Giddens/Clallam County Fair and Parks, Bill Riley/WSDOT, Laurel Black/Laurel Black Design.

The meeting was called to order by President Joe Murray at 5:10 p.m. Lori Pena was introduced as the interim Salt Creek Park manager. A final decision on a manager should be made by the end of the month.

Work Session with Laurel Black Design

The meeting moved to a work session with Laurel Black. Each of the 13 logo designs were discussed and comments made. Laurel reminded us that any of the designs could be altered to be used for both print logos and signs. Each design will be able to be reduced to a one color design if needed for print materials and to look good even when copied. The group voted several times to reduce the selection to the final three designs to be further developed by Laurel and presented at the June 25th meeting.

Board Meeting

The Board of Directors business meeting resumed at 6:00 p.m.
The minutes of the April 23, 2007 meeting were approved. (Alex/Bobbi).

Fund Raisers

Duck Derby ... The Scenic Byway Ducks sold 176 ducks for revenue of \$456.00.

Local Festivals ... No booth or raffles this year.

Clallam County Fair ... No booth, but will try to get brochures out with the Trails people.

7-Cedars ... Greig was not available to report.

NOPVCB Tourism Enhancement Grant ... Sande did not apply for these grant funds at the June 1st deadline. She felt that the mile marker directory project application should wait to the September 1st deadline to give us time to have some memberships in place and have a discussion on the brochure distribution, format, and budget. The signing project application should wait to the January 2008 funding deadline to have a true picture of our signing plan and approval from WSDOT and to have completed the logo and route marker signs to show what was accomplished with scenic byway funding.

Reports

Sande summarized written reports presented on the WSDOT/Tourism Marketing Workshop in Packwood May 4-8th and the National Scenic Byway Conference in Baltimore May 20-23rd. And Bobbi discussed the Tourism Summit on May 9th in Jamestown which was well received, but had a low attendance. Two new tourism attractions being developed are the “zipline” in timber country and the “timber town” west of Port Angeles.

Membership Drive

Membership packets with the updated Board list with “talking points” were distributed. Board members were asked to begin work on the membership drive and to keep track of miles and time so this can be recorded as part of the match to the grant. Sande will dedicate time this summer to this project contacting businesses and agencies in order to have a good showing of memberships to present with the grant application by the end of summer.

Other business/announcements ...

Sande mentioned a motorcycle event sponsored by the Port Angeles Chamber on September 7-9, specifically an Olympic Coast Cuisine Poker Run on September 8th. She will try to find out what the benefits would be to sponsor a “stop”, what kinds of food could be provided, and whether the SR112 brochures be distributed at stops or in registration packets.

Mike Doherty answered the question about how/when access to the Adventure Trail will be more readily available. The trail is not officially open as a section is not yet licensed by the DNR. The board mentioned again that it would be helpful to indicate highway 112 as a National Scenic Byway when the map/brochure is printed for the trail.

Mike also asked if anyone had ideas on an event that could take place during Joyce Daze to thank legislators, WSDOT, Clallam Transit for the Safe Walks to School sidewalk and bus stop. There could be a kids’ bike ride on the sidewalk during the festival.

Next Meeting ...

The next meeting will be June 25th at Pysht Tree Farm Lodge. The meeting was adjourned at 7:10 p.m. (Alex/Bobbi).

Minutes by Sande Balch, Secy.

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, June 25, 2007, Pysht Tree Farm Lodge**

**5:00 – to complete: Work session with Laurel Black Design
Followed by Board meeting**

Present: Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Greig Arnold and Diane Schostak. **Also attending:** Lori Pena/Clallam County Parks at Salt Creek, Sue Wolf for Greig Arnold/Makah Tribal Office, Herb Balch, and Laurel Black/Laurel Black Design.

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted with the addition of a discussion on summer festivals and a correction to show the next meeting as being in September (not June 25th). The minutes of the June 4, 2007 meeting were accepted. (Alex/Bobbi).

Work Session with Laurel Black Design

The meeting moved to a work session with Laurel Black. The final three sketches (fish, road, eagle) were discussed and voted on. The design with the road was chosen to develop for the scenic byway logo. Changes to include a sun, make the rock look like Pillar Point, break the margin on both sides, and do not fade the ink on the water were requested. Laurel will make the changes and email a copy for approval.

Board Meeting ... The Board of Directors business meeting resumed at 6:00 p.m.

Ride the Olympics ... The Elwha will be the first stop of five on the route. Local gourmet food will be served. Brochures can be included in packets and/or be available at the registration area. Bobbi would like to serve blackberry pie/cobbler and could use help to serve the riders and to staff the information table.

Mile Marker Business Directory ... There was minimal discussion on goals, format, advertising. It might help to have a draft format of the directory to show to people concerning listings and/or advertisements.

Membership Drive ... There has been little progress yet. Alex is working to have all the Leonard Pierce businesses be included in membership. We need to look for sponsors. The Osbornes on Whiskey Creek Road might be interested in our organization ... the wife was involved in scenic byways in the San Juans and husband is a whale biologist.

Elwha River Interpretive Site ... It would be good to have a meeting here to look over the area before we get too far into community/agency discussions on partnerships for an interpretive site. This will be the September meeting.

Meetings ... September 24th at Elwha, October 22nd at Pysht, November 19 at Joyce, and January 28th at Pysht. (No meeting in December.)

Watchable Wildlife Conference ... It was approved to pay costs up to \$150 for Margaret to attend this conference in September if we can find a ride/room share.
Sande/Alex

The meeting was adjourned at 6:45 p.m.
Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, September 24, 2007, Elwha Dam RV Park**

5:00 – Met at the Elwha Overlook area to discuss the location as a potential interpretive site for SR112

5:30-5:45 – refreshments and social time

Followed by Board meeting

Present: Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Joe Murray. **Also attending:** Lori Pena/Clallam County Parks at Salt Creek.

The meeting was called to order by Vice President Alex Stevens at 5:45 p.m. The agenda was accepted with the addition of items by Sande: State Parks letter concerning the Hoko, birding story by National Scenic Byways, invitation to Carrie Sunstrom at WSDOT scenic byways, and Susan Koschak from National Scenic Byways to help with corridor management plan update. The minutes of the June 25, 2007 meeting were accepted. (Bobbi/Bill). Treasurer Bill Drath reported a third quarter balance of \$2450.67. The report was accepted (Diane/Margaret).

Elwha Overlook Area ... interpretive site

Observations and comments at pre-meeting walk about:

- Access road has been blocked

- Entrance area is litter strewn and graffiti on cement barrier blocks

- The road/parking asphalt is in good condition, might need sealing

- Weeds and blackberries are encroaching on asphalt area and trail

- Many native plants, but Scotch Broom needs to be removed

- Brush has grown up from parking area north to the highway

- Find out property lines to south, outside fenced area to highway

- Some of fence is useable, most needs to be replaced

- Good RV parking for three vehicles, can drive through without turning around

- Car parking for four to five vehicles

- Trails are too steep for handicap/elderly, uneven, have roots growing into asphalt area

- Trees across fence, trail areas

- Access "trail" down to river, very steep

- Original interpretive sign has been removed, cannot see river from here but can hear it, better view of bridge graffiti and rock climbers on other side

- Island in center might be a good interpretive location with "bridges" across ditch, would be essential to make it handicap/wheelchair accessible

- Restroom or pit toilet or sanicans could be installed ... would a local sanican dealer donate the pumping?

- Put in lights or have a dusk to dawn restriction (and gated at night? who to open/close?)

- Trail areas could have native plant identification

- Interpretation here or elsewhere on SR112 to include military and homesteads

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Potential partners to include Lions clubs and mountain/rock climbers
Could use digital photos that can be enhanced to show the "vision" for the area when developed

Additional comments from the meeting:

Will a restroom/toilet area be possible?

How much land is available ... more room for trails, trail head for horse riding trails?

Can funding be found for a left turn lane at Lower Dam Road with lighting?

Slope to left turn was commented to be dangerous

Who do we ask to get some traffic counts at SR112/Lower Dam Road ... numbers driving through and turning left (westbound) or right (eastbound)?

How do we overcome the littering, vandalism, unwanted activity this area has attracted?

How do we deal with or use to our advantage the construction traffic from the dam removal?

Preliminary action items to project discussion:

Form a vision statement concerning the Juan de Fuca Scenic Byway Association plan for the project ... Sande, Diane, Joe

Research restrictions on development for property ... Sande

Research property lines for parcel ... Sande

Secure some commitment to the project vision and get letters stating such from Clallam County, WSDOT, Juan de Fuca Scenic Byway Association ... use these in generating interest in potential partners

Approach others with in the attitude of a "celebration" in joining together for a larger project to benefit many

Have property sketches done with landscape drawings of proposed project ... ask Curt Warber/Parametrix to participate as a community project

Ask Clallam County to consider organizing and hosting the potential partner meeting(s)

Email potential partners

Talk to ONP concerning dam removal and use of area for staging ... perhaps could ask contractor to repair road, seal, build fences as a community gesture

Pre-brush (and take out Scotch Broom) the area from parking to road to show "good-will" ... Boy Scouts, Chain Gang, Clallam County Parks volunteers

Ride the Olympics ... This Port Angeles Chamber event was cancelled due to problems in settling the insurance issues in time to go forward. It may be able to take place next year.

Watchable Wildlife Conference ... Margaret could not attend as we could not find anyone from this area attending so she could get a ride. We will try again next year.

Where are we at with ...

Membership Drive ... Need to get to work on the memberships.

Mile Marker Business Directory ... This could be a rack card size until we have more members. The Directory could be a printed blank color cover, printed in a large quantity. As the directory list is developed it can be printed onto the cover. This would be less expensive and less work to update as needed.

Membership Decals ... Sande to ask for new price quotes for both clings and decals. 500 decals would probably last a long time as they would not be dated. Talk to the NOPVCB, Joe for M&R, and Laurel for information or sources.

Scenic Byway Logo ... The logo has been approved by the Association and WSDOT and is completed in all formats.

Scenic Byway Logo Signs ... The signing plan has been completed and approved. As soon as a WSDOT account is established, purchase orders can be sent to the WSDOT sign shop to begin fabrication of signs. The signing plan allows for five SR112 route markers each way (east and west) that will have the Strait of Juan de Fuca Scenic Byway logo sign underneath the SR112 for a total of ten signs. An extra ten signs will be fabricated for backup.

Gateway Sign ... Laurel will begin work on the gateway signs to be placed at the east end of the byway. If they are ready for discussion, the draft will be presented at the October meeting. A “welcome” and a “come again” type of sign will developed with the full logo and script text and a America’s Byways logo in the lower corner. An extra set of signs will also be fabricated for backup.

It appears that all sign development, fabrication, and installation costs will be within the grant budget with a little room for unanticipated costs.

WSDOT Press Release ... Previously the board had thought it might be better to wait to disclose the logo until the signs were ready to install. Carrie Sunstrom asked about doing a press release from WSDOT scenic byways about the development of the logo. The board approved having the press release come from WSDOT that would be picked up by the local papers as well as the federal byway program. It was suggested that membership information be included in the press release and that the logo discussion be led by Laurel Black of Laurel Black Design with association President Joe Murray and Byway Leader Sande Balch making comments.

It was suggested that Carrie be invited to join us for the October meeting and take a tour of the byway as background for the press release. CTED and State Tourism office could also be invited to join her.

Other contact information that needs to be looked at:

Add SR112 scenic byway information to NOPVCB web site

Links to/from member web sites

Add SR112 scenic byway information to Clallam County Parks web site

Newsletter Items for October Milepost ...

Association work ... logo, signs/install schedule, membership drive, Elwha overlook project proposal, 2008 garage sale/flea market

Strait and Narrow ... Elwha Bridge, Elwha Dam, SR112 work (paving work and power poles), Hood Canal Bridge, State Patrol

What’s Happening ... Clallam Bay/CQ USDA and CTED grants, Neah Bay welcome figures/veterans center/paving to Cape Flattery/grant for tourism, Joyce Adventure Trail/sidewalk to school/playground/Depot winter hours/Gossett wing opening, Salt Creek reservation system

Seasonal ... 10 essentials of hunting

Joyce Post Office Box ... Sande had assumed the cost of the post office box that was the contact address for the byway as a part of being the byway leader. The box is now totally used for association mail and federal byway contact information for the byway. Sande asked the association to now take over the payment of the box rent. The rent is due in December and was \$26 in 2006. It was approved to pay the Post Office Box 188 in Joyce rent beginning December 2007. (Diane/Greig). It was suggested that we think about getting box #112 when/if it becomes available.

Fundraisers ...

Festival of Tree “experience” packages ... The Makah Nation experience was redeemed on August 12th. Five people stayed in two rooms for one night and had a salmon dinner. The Makah Nation paid the \$260 for lodging and \$40 for fish. A thank you note will be sent to the Makah Tribal Council. Greig Arnold contributed 6 hours to the event. The value of the experience will be included in the “donation” part of our grant report. The Pysht Tree Farm experience has not been redeemed yet.

We will discuss any ideas at the October meeting for participating in the 2007 Festival of Trees. If we want to do the decorating of a tree, it will need to be decided a full year in advance to reserve a place.

Seven Cedars ... Brochure Reprint ... Greig suggested that we write a letter to Seven Cedars for community assistance with a project. We will discuss what type of project(s) could be submitted for funds and have Greig assist in writing the letter. One suggestion for a project was the reprint of the SR112 brochure which will need to be done at least by the end of the summer season next year.

Birding Story ... A feature article about birding on America’s Byways was written for the Strait of Juan de Fuca byway and included on our byway page at www.byways.org.

Washington State Parks letter ... A letter was received thanking our association for interest in the improvements and expansion at Hoko River State Park.

Susan Koschak, America’s Byways Resource Center ... Susan has offered to come to our byway (from Minnesota) to work with the association in updating the Corridor Management Plan.

Adopt-A-Highway ... The association could volunteer to do litter pick-up on a section of the highway and get the association name on the adopt-a-highway sign. Free advertising!

FY 2007 National Scenic Byway grant awards and FY 2008 National Scenic Byway grant solicitations ... not released to date.

Next meetings ... October 22 at Pysht Tree Farm and November 19 at Joyce Café. No meeting in December. January 28th at Pysht Tree Farm Lodge.

The meeting was adjourned at 7:45 p.m.
Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, October 22, 2007, Pysht Tree Farm Lodge
5:00 p.m.**

Present: Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens. **Absent:** Alex Stevens, Diane Schostak. Also attending: Lori Pena/Clallam County Parks at Salt Creek and her mother Dianne Bartels, Carrie Sunstrom/WSDOT Scenic Byways.

The meeting was called to order by President Joe Murray at 5:00 p.m. Carrie Sunstrom was welcomed to the meeting and introductions were made. The agenda was accepted with the addition of non-profit renewal filing fee and announcements of upcoming WSDOT events. The minutes of the September 24, 2007 meeting were approved. (Bobbi/Bill).

Carrie Sunstrom, WSDOT Scenic Byways

Sande has been escorting Carrie on a two day tour of the Strait of Juan de Fuca byway and the Cape Flattery Scenic Byway. Sunday night Carrie stayed at a B&B on the Elwha. Monday was a driving tour from the east end of SR112 to Sekiu, the byway meeting, and the night at a B&B in Clallam Bay. Tuesday the drive will continue west and then join Greig Arnold to tour Neah Bay and the Cape Flattery Scenic Byway.

Carrie commented that the area is extremely beautiful, the Clallam County Parks are spectacular. We should consider finding scenic byway funds to complete the Sekiu School restoration and landscaping. The Elwha overview area has pros (infrastructure in place, interpretive opportunity) and cons (history of vandalism/dumping, liability due to the cliffs, and big agency partnerships) and maybe should not be our top priority project.

Carrie advocates for and assists the 26 State Scenic Byways including 4 National Scenic Byways and 2 All-American Roads.

The FY2007 grants announcements are imminent, in the signing chain. Other issues like the Minneapolis Bridge collapse and subsequent actions have taken priority.

The FY2008 grant solicitations should follow soon after the announcement. Currently it looks like the grants will be due to federal level the end of February. This would mean they would be due to the State level early February. Carrie asked what the Strait of Juan de Fuca would be submitting for project(s) and total request for funds. The next project in line on our schedule would be the web site. Carrie agreed this would be an important step to take. Carrie suggested we begin work on the grant process as the format will be identical to the 2006 format. It is important to update the CCR at grants.gov so this registration does not expire.

Carrie shared the story of the slow roads on the "Revisiting Washington" CD and web site information at www.revisitingwashington.org. Sande will check to see if this CD is available at the Clallam County Museum on Lincoln Street.

There are two workshops planned for 2008. Tentatively the dates are set as the last weekend in April in the San Juans (marketing) and the first weekend in May in Leavenworth (multi-byway loops). Judy Walden will be the leader for both workshops.

Carrie is willing to do a press release for the logo/signing project. Sande and Joe will work on what to say, when to run the press release. A photo of the signs will not be available until installation in early spring 2008. The new WSDOT road video of signing is scheduled for shooting in May.

Gateway Sign Drafts ... Laurel had prepared two gateway sign drafts, one on a white background and one with a predominantly blue background. After discussion, the group decided the white background was the preferred draft. The byway logo is more visible and the National Scenic Byway logo shows up better in blue/red on the white. It was suggested that a thin double black frame might make the sign stand out for the motorist. Sande will check to see if the NSB logo was cleared for use on the sign and follow-up with WSDOT for final approval.

Elwha Overlook ... A packet of discussion materials used in the meeting October 15th (Joe, Sande, Diane) was presented to the board. A lengthy discussion of the issues and advantages did not result the creation of a statement reflecting the vision of the Juan de Fuca Scenic Byway Association in development of the Elwha overlook area that would encourage potential partners to participate in the project. Rather this recommendation was made to the board: *Although there is great potential for this area, the reality is that the risks significantly exceed the rewards for all partners. Therefore, it is recommended that the association evaluate other alternatives to accomplish the goals of interpretation and education.* Suggested alternative locations that could be used for interpretation were Laird Corner, Clallam County Parks, Depot Museum, M&R, Clallam Bay and Neah Bay Visitor Centers, DNR, SR112/113 state property, and future development of Slip Point, Cowen Ranch/Warnock, Hoko/Ozette.

Carrie commented again that there is reason to fear the enormity and the liabilities of this project. She will advocate for stalling any action to surplus this property giving more time to consider other options.

One suggestion was to meet with the Elwha Tribe to see if they would be interested in developing an interpretive site here. They could apply for scenic byway funds to do this. Sande will contact Mike Doherty to see if he would be willing/able to set up a meeting to discuss this.

Festival of Trees ... Two experiences were made available in 2006 to be added to trees at the Festival of Trees. The association received one-third of the amount bid on the tree (\$566.67). The Makah Nation experience was claimed in August. The Pysht tree farm tour had not been claimed as yet. For 2007, Joe offered the same tree farm tour with lunch. Greg offered one night, salmon dinner and a museum tour. Sande will contact Bruce Skinner with this information.

Quarterly Report ... The grant coordinator's quarterly report to Clallam County was reviewed with no questions or comments.

Non Profit Filing ... The \$10 filing fee for non-profit was approved (Bobbi/Margaret).

Meeting Dates ... Meetings will be held at 5 pm November 12 (Joyce) and December 17 (Pysht with hot chocolate and a fire) in anticipation of discussion needed for grant planning. The additional meeting will then place the January 28th meeting in Joyce.

Announcements ... The Cape Flattery road is nearly complete. Thank you to Greig for sharing the smoked fish.

Susan Koschak, byway resource center, is gone so we will have a new byway specialist to work with on project development and a corridor management plan update.

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

Minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association
Board of Directors Meeting
Minutes, December 17, 2007 at 5:00 p.m.
Pysht Tree Farm Lodge**

(The November 12 meeting was cancelled due to storm conditions)

Present: Sande Balch, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens.

Absent: Greig Arnold, Bill Drath, Diane Schostak.

The meeting was called to order by President Joe Murray at 5:15 p.m. Hot chocolate, cookies and a fire in the lodge fireplace added a cozy, winter atmosphere to the meeting. A get well card was signed for Diane Schostak who is recovering from surgery for a badly broken leg. The agenda was accepted as presented. The minutes of the October 22, 2007 meeting were approved. (Bobbi/Alex).

Financials:

Sande reported that the last bank statement showed a balance of \$2,450.67 with one bill \$10 for non-profit registration paid since then. The post office rent of \$36 is due by the end of December and had been approved for payment at a prior meeting. The Clallam Bay-Sekiu Chamber membership of \$60 is due. This was approved for payment (Alex/Bobbi).

Potential New Board Members, Board Officer Nominations:

Besides those members already on the Board of Directors, there are four other members who could potentially be on the board: Barb Nelson, Sandy Howe, Bruce Skinner, and Loren Kreutner. Terms for Alex and Margaret expire this year. The board asked if they would please consider continuing their participation at a board level. All officers are asked to think about whether they would be willing to continue in their positions and/or if other board members would like to serve as an officer.

Statement Concerning Potential Future Conflict of Interest:

Over two years ago, Laurel Black was consulted on budget details concerning costs for logo development and the sign graphic design for the FY2006 grant application for the Juan de Fuca Scenic Byway Association. This is the current grant in use. In March this year, Laurel Black Design was asked to provide a bid for the logo development project. She had worked on previous byway projects and Clallam County, had knowledge of the grant and had done WSDOT sign design work. Laurel was hired to do this work. Joe Murray was dating Laurel at this time and asked Sande if there was a conflict of interest. There was none at that time. Laurel and Joe were married later in 2007. In the future, if Laurel Black Design is considered for new graphic design projects, Joe Murray will abstain from the vote to hire to avoid any semblance of conflict of interest. Joe would be eligible to vote on project decisions following the hire. This same policy would be in effect for any board member if they, or a family member, would be bidding on project work.

Scenic Byway Signs:

The route marker signs are completed. The gateway signs are at the WSDOT sign shop ready to be fabricated. All signs should be finished and shipped early in January. The signs will be installed early spring 2008. \$400 was paid to Laurel Black to complete the gateway signs graphic work. This was included in the signing budget.

Press Release (logo/signing):

Discussion will continue on what to include in a press release. The information will be given to WSDOT Scenic Byway Coordinator, Carrie Sunstrom, in February or March for release at the state and federal level and local papers will be contacted. A photo of Laurel with the logo or signs should be included as well as statements by her concerning the development of the logo. The press release should go out close to the installation of signs.

FY2007 Grant:

The grant awards have been announced. The sixteen Washington State projects totaled over \$2 million. The Strait of Juan de Fuca \$25,000 project was number one on the list. Cape Flattery Scenic Byway was also awarded a \$51,264 grant for wayfinding signs. No funds have yet been released. The SR112 project with this grant will be to build a library of media quality photos. Other photos may also be collected through photo contests ... "my favorite place", "all four seasons", "milepost photos", etc.

FY2008 Grant Application:

Registration with Grants.gov has been completed to allow the application to be submitted. There has been no solicitation for the grants from National Scenic Byways as yet. The grant budget and project framework was discussed. Besides the administrative costs the grant projects would include building a web site for the byway and working with Clallam County Parks to develop at least one double-sided interpretive panel each for Freshwater Bay, Pillar Point, and Clallam Bay County Parks. Developing a kid's activity kit was also discussed. Sande will research the rules concerning developing and producing retail products with federal grant funds. Match funds for the grant will potentially come from rent donation, Clallam Bay-Sekiu Chamber, Olympic Peninsula Visitor Bureau, Clallam County parks in-kind work to construct and install (perhaps design) the interpretive panels.

Membership Decal Design:

The decals for membership were discussed as to preferred design. The decision was to ask for bids on a 4x5" full color decal using the route marker sign design with a one inch wide white band at the top with the word "MEMBER". If the costs for this design are too high for membership decals, a smaller size (3x4") or a black and white design will be considered. The bid requests will be sent to the three original printers used in 2006 for a price estimate ... Copy Cat Graphics, ASM Signs, QuickSilver Impressions. In addition, Sande will explore other companies used by Laurel Black and/or the OPVB for other projects.

Fund Raisers:

There was no report on the revenue from Festival of Trees as yet. A date will need to be researched and set for the byway garage sale so that it can be promoted for this year. Another possible fundraiser is a Pumpkin Race in the fall. Alex will review the procedure of such a race in Manhattan Beach California. The losers could be considered "road kill" and a pumpkin pie contest could follow the race.

The meeting was adjourned at 6:45 p.m. (Alex/Bobbi) The next meeting is January 28th at Joyce Café at 5:00 p.m.

Minutes submitted by Sande Balch, Secretary