

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, February 4, 2008 at 5:00 p.m.  
Joyce Café**

(The January 28, 2008 meeting was cancelled due snow conditions)

**Present:** Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Bobbi Fuller and Diane Schostak.

The meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was accepted as presented. The minutes of the December 17, 2007 meeting were approved. (Alex/Margaret).

**Financials:**

Bill reported the quarter ending December 31, 2007 showed a bank balance of \$2,440.67. The post office rent of \$36 and the Clallam Bay-Seki Chamber membership of \$60 has been paid since then. Some membership fees have been received in January as well as a check for \$1,050 from the festival of trees. Greig Arnold/Makah Nation and Joe Murray/Merrill and Ring were thanked for participating in this fundraiser once again. The winner of this year's tree #28 "Dashing Thru' the Dough" was Jim Cammack. The Treasurer's report was accepted. (Alex/Greig).

**New Members, New Board Members, Board Officer Nominations:**

There were no new memberships to approve and no new requests for consideration for being on the Board of Directors. Alex Stevens and Margaret Owens, whose term expired at the end of 2007, agreed to serve a new three-year term on the board. This was approved by the board. (Sande/Bill). It was unanimously agreed to leave the current officers in place for 2008. (Alex/Greig)

**Board of Director Terms ...**

3 years ... 2006, 2007, 2008

Greig Arnold, Sande Balch, Bobbi Fuller

3 years ... 2007, 2008, 2009

Joe Murray, Bill Drath, Diane Schostak

3 years ... 2008, 2009, 2010

Alex Stevens, Margaret Owens

**2008 Board of Directors Officers ...**

President ... Joe Murray

Vice President ... Alex Stevens

Treasurer ... Bill Drath

Secretary ... Sande Balch

**Grant Discussion:**

**FY2006 ... current grant**

The signs are fabricated and have been delivered to the Port Angeles sign shop. A date needs to be set for the installation and dedication of the signs. Carrie Sunstrom, WSDOT Scenic Byway Coordinator would like to participate. The last week of March or first week of April (not Wednesdays) would work for her. We will discuss who should participate and set a date to fit those schedules. The press release should be ready to go

## **Juan de Fuca Scenic Byway Association Board Minutes 2/4/08 ... Page 2**

out at that time. Besides the logo and sign project information, the press release should stress the "who are we, what are we about, why to call us (not potholes, turnouts, speed limits) about the association as well as how to sign up as members including the no fee community membership that is available. Jim Casey at Peninsula Daily News requested to be notified of the dedication event in advance. The Forks and Sequim papers should also be notified although the press release should reach all the papers.

The quotes on membership decals were discussed. The general agreement is that if all else is equal we would choose a local business to produce the decals. Sande was asked to check with some other print companies in town and present the full pricing information at the next meeting for a decision.

Sande took the quarterly report for the County Commissioners to a Monday work session meeting to get some time to talk about the current grant and upcoming grant applications and projects. The Commissioners were pleased with the work that is being done through the association and supportive of more grants being processed through the County. They requested that Rich James be consulted as to administrative fees for future grants as it is his department that does this work.

An additional designation is being considered for SR112 with SJM bill 8024. The section of highway from 101/112 west to the 112/113 junction would be the Vietnam War Veterans' Memorial Highway. This bill was introduced by Sen. Jim Hargrove on Jan. 16<sup>th</sup> this year. The concern is possible confusion for the traveler between State Route 112, Strait of Juan de Fuca Scenic Byway, Korean War Veterans' Blue Star Memorial Highway and the Vietnam War Veterans' Memorial Highway. Perhaps some discussion could take place with WSDOT concerning how these signs are placed so that all designations are honored in a way that will add to the significance of the road without confusing the traveler. Sande will also talk to those citizens sponsoring the veteran designations to work with them in promoting all designations in the print and web information we present. Additional veteran dedications at Clallam Bay, Sekiu, Neah Bay should be tied in with these designations and the scenic byway promotions.

The last items on the current grant work plan are to build the membership and produce a business directory. This is to be done with volunteer time to be used as match to the grant. Sande will begin concentrating on this task and asked that board members also give some time to the project in recruiting members.

### **FY2007 ... grant awarded**

This grant has been awarded, but the funds have not yet been released from the federal level to the states. The grant is intended to build a photo library and begin discussion on a web presence plan.

Sande has asked WSDOT scenic byways to explore whether or not federal funds can be used to pay prizes for photo contests where we would actually gain photos to be used in promotion. If not, photo contest prizes would be paid with association funds. One benefit to this would be that we could begin photo contests at any time and would not have to wait for the FY2007 grant to be activated. It was suggested that prizes could be in the amounts of \$50/\$30/\$20/\$12 totaling \$112 for each contest. Several theme ideas for photo contests have been discussed with some specific uses for each kind of photo ... "112 Reasons, All Four Seasons" ... showing a year round photo journal "Drive it. Experience it." ... people participating in activities, 'you can do this, too' idea "Milepost Photos" ... photos the entire length of the scenic byway, possible calendar use "Favorite Places" ... perhaps some unusual sites along the byway we have not considered

## **Juan de Fuca Scenic Byway Association Board Minutes 2/4/08 ... Page 3 FY 2008 ... grant application**

There has been no solicitation for FY2008 grants to date. The basic project outline was discussed and approved in theory to include web site construction, three Clallam County Parks interpretive kiosks, and perhaps development of retail products. We are still waiting for more definitive information on retail product development with federal funds. The subjects and locations of interpretive signs in place and planned were discussed with some suggested additions to the list. The discussion will be continued at the next meeting.

### **Brochure Reprint:**

The letter to 7 Cedars Casino to request consideration for a community grant for reprint of the byway brochure was approved. (Alex/Greig)

### **Fundraisers:**

If the association is going to sponsor a byway garage sale and/or a fall pumpkin race, the dates should be set soon so they can be promoted in the upcoming press release and introduced in the next Milepost newsletter.

The garage sale might be good to hold in July between Fun Days and Joyce Days when the weather is somewhat predictable. Some funds could be raised by charging a small amount to "list" a sale location and/or description of goods in the flyer. These funds could pay for the cost of the flyer, ads, etc.

Alex presented some information on the pumpkin race with ideas to have vendors/street market booths, "kits" for sale, and entry fees to raise some funds. Prizes could be paid out of the entry fees. Perhaps using Laird Road would be a good gathering location rather than having events in each community. A pumpkin pie contest could also be held. Parking would be available at the Park 'n Ride and at the Dry Creek School at the other end. Vendors could use the old highway route behind the grocery store. Alex will check on the process for requesting a short-term road closure for an event. Perhaps a sanitation company would sponsor sanicans. There may be other locations on highway 112 that would also work (providing a slope for the race, sufficient parking, and vendor space).

### **Milepost Newsletter:**

Sande will wait until after the next meeting to publish the newsletter to see if we can get some of the activities included with dates ... pumpkin race, garage sale, sign installation and dedication, veteran's designations, Neah Bay DiahVeterans' Park dedication, buggy in Gossett Wing to Depot Museum, museum open Saturdays until May.

### **Meeting Dates:**

February 18<sup>th</sup> in Pysht ... March 24<sup>th</sup> in Joyce ... April 28<sup>th</sup> in Pysht ... May 19<sup>th</sup> in Joyce and June 23<sup>rd</sup> in Neah Bay (with a tour of area development)

### **Other Business/announcements:**

Sande attended the first session of the Elwha Nearshore Consortium meeting on January 23<sup>rd</sup> specifically to listen to the Elwha dam removal project report. Pat Crain from Olympic National Park reported that all permits are in place. The pre-removal mitigation items ... city municipal water, industrial water diversion and water treatment plant ... are funded. When these projects are operational and tested and funds are in place for the removal, the dam removal will begin. No date is being projected at this time.

**Juan de Fuca Scenic Byway Association Board Minutes 2/4/08 ... Page 4**

Port Crescent Trading Company in Joyce requested more copies of the byway map/brochure. They are sending this brochure out with each eBay item sold from the store.

Sequim Chamber of Commerce requested copies of the Milepost newsletter to be put in the visitor rack with the scenic byway brochure at the Sequim visitor center. They will be interested in having copies of the business directory when it is available, also.

The meeting was adjourned at 7:20 p.m. (Alex/Greig).

Minutes submitted by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, February 18, 2008 at 5:00 p.m.  
Pysht Tree Farm Lodge**

**Present:** Sande Balch, Bill Drath, Joe Murray, Margaret Owens. **Absent:** Greig Arnold, Bobbi Fuller, Diane Schostak and Alex Stevens.

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted as presented. There was not a quorum present at the meeting. The minutes of the February 4, 2008 meeting will be tabled to the next meeting.

**New Memberships:**

As a quorum vote is required to approve memberships, the pending applications will be presented at the next meeting.

**FY 2006 Grant**

**Decals:**

The bids received were reviewed and discussed. These recommendations will be taken to the next meeting for discussion and a vote:

- Accept the bid from Miller Signs to print the decals (one of the lower bids and use of a thermal process not requiring a UV coating)

- Sell decals to any non-paying members if they would like a decal to display and/or extra decals to any member business (membership guidelines allow one free decal as a benefit to dues paying members). The cost could be \$5.00.

**Sign Dedication/Press Release:**

Sande will work with Carrie Sunstrom to get more than one date as an option for the dedication event. The date will be chosen to best include Carrie, Joe, Laurel, Clallam County and local WSDOT. All board members will also be notified. It would be good to have the association well represented. The local press will be invited to the event, but there will be no press release prior to the event. Sande will contact the local papers when the dedication date is set. A press release will be sent out after the event.

**FY2007 Grant**

The grant has been awarded, but the funds have not been released as yet.

**FY2008 Grant**

There has been no word on a solicitation date for the 2008 grants. Confirmation has been received that the grant funds can be used for developing retail product. There are some rules, however, as to the amount of income allowed while the grant is still open.

**Interpretive Subjects and Sites:**

The list of sites and subjects for interpretive signs/kiosks was reviewed. This discussion will continue during the next year or so as we prepare to develop signing for Clallam County Parks. Perhaps another grant can be written in the future to co-op with Washington State Parks to do similar interpretation at the Hoko River.

**Brochure Reprint:**

There has been no response to date from Seven Cedars concerning the grant application.

**Fundraisers:**

Information about the signs/logo, dedication event, byway garage sale, photo contests, and pumpkin race will all be included in the June Milepost not in the March newsletter.

Joe will write a letter to thank Bruce Skinner for making our participation in the Festival of Trees and Duck Derby possible as fundraisers for the association.

**WSDOT Scenic Byway Workshops:**

Attendance at and funding for workshops will be discussed when the program agendas and cost amounts are known.

San Juans April 30- May 2

Leavenworth May 7-8

**Other business/announcements:**

The Makah Veteran Park dedication is scheduled for May 17<sup>th</sup>.

It will be important to have a quorum at the next meeting in order to make decisions about time sensitive projects.

**Next Meetings:**

March 24<sup>th</sup> Joyce Café

April 28<sup>th</sup> Pysht Tree Farm

May 19<sup>th</sup> Joyce Café

June 23<sup>rd</sup> Neah Bay (with possible tour)

**Adjournment** at 7:15 p.m.

Minutes submitted by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, March 24, 2008 at 5:00 p.m.  
Joyce Cafe**

**Present:** Sande Balch, Bill Drath, Margaret Owens, Alex Stevens and Diane Schostak via phone connection. **Absent:** Greig Arnold, Bobbi Fuller, Joe Murray.

Phone connection was made with Diane Schostak as planned to fill the quorum. The meeting was called to order by Vice President Alex Stevens at 5:30 p.m. The agenda was accepted as presented (Bill/Margaret). The minutes of the February 4, 2008 meeting were accepted (Margaret/Bill) and the February 18, 2008 meeting (Bill/Margaret).

**New Memberships:**

Eleven new memberships were approved (Margaret/Bill):

Associate membership ... Joyce General Store

Community memberships ... Joyce Museum, Joyce Coin-Operated Laundry, Joyce Fitness Center, Joyce Frozen Ice, Clallam Broadband, Joyce Trailer Court, Angler's Hideaway, C&S Pruning and Orchard Care & Custom Milling, West End Co-op, Clallam County – Parks, Fair, and Facilities Division.

**FY 2006 Grant**

**Decals:**

The bid from Miller Signs was accepted (one of the lower cost bids at \$1.65 per each at a quantity of 250 and use of a thermal process, not requiring a UV coating). Bill/Margaret. Sande was instructed to notify Miller Signs and request a bid for a quantity of 500. If the per piece cost is substantially less, the larger quantity should be ordered. If necessary, the association can support a portion of the cost if there are not enough funds in the grant to do so.

Sande will contact the other printers who submitted bids to let them know a contractor has been chosen and thank them for their bids.

The meeting was adjourned at 5:37 p.m.

Minutes submitted by Sande Balch, Secretary

**Post meeting discussion:**

**Decals ...**

The discussion continued concerning who should receive decals ... paying members or all members. It is important to get as many of these decals out and visible as possible. If 500 decals are ordered, these will last for quite a long time. The consensus was that since all members have equal voting rights, all members should receive a "membership" decal. The decal should not be the deciding factor as to being a community member or an associate member. The membership application guidelines should be revised to reflect this policy. Additional decals could be purchased at some set price. It was suggested we "fluff up" our promotion of being a member featuring the new membership decal "designed by award winning graphic artist, Laurel Black" to generate inte

**Press Release for Sign Event April 16<sup>th</sup> at noon ...**

The pre-information for the media was approved with the suggestion to call the event an "unveiling" rather than a dedication of the new scenic byway signs. Sande will provide more background information to the press people in advance of the event.

**Scenic Byway Sign Installation ...**

Sande will meet with or call Bill Riley to check on installation dates for the gateway signs. Some of the route marker signs appear to have been placed on existing telspar in existing locations (should not be charged for install, telspar). The route signs are larger than the 2'x2' the logo signs were designed to match. Sande will discuss all this with Bill Riley and report back at the next meeting.

**FY2007 Grant ...**

The grant has been awarded and could be obligated anytime after March 1, 2008 and before August 31, 2008. Sande will attempt to have the grant start date set no later than April 15, 2008 so that funds are available for participation in the state workshops in April and May.

**FY2008 Grant ...**

The grant solicitation was February 21<sup>st</sup> with a deadline for submission to state on March 21<sup>st</sup>. The Juan de Fuca Scenic Byway Association application was submitted on March 18<sup>th</sup>. The state review/prioritization will be April 8<sup>th</sup> and then submitted to the federal level by April 11<sup>th</sup>.

**State Workshops ...**

Sande will attend the workshops in the San Juans April 30-May 2<sup>nd</sup> (panel member here on the subject of signing projects) and Leavenworth May 7-8<sup>th</sup>. No other board members were available to attend at this time.

**Brochure Reprint -- 7 Cedars grant application ...**

No word has been received to date. Sande will call to get information.

**Fundraisers:**

Further discussion on car tour tape, garage sale, pumpkin race, duck derby, festivals at the next meeting. Joe will also have a thank you letter to Bruce Skinner to present for approval.

**Next Meetings:**

April 28<sup>th</sup> Pysht Tree Farm

May 19<sup>th</sup> Joyce Café

June 23<sup>rd</sup> Neah Bay (with possible tour)

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, April 28, 2008 at 5:00 p.m.  
Pysht Tree Farm Lodge**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Also: Lori Pena (Salt Creek County Park and Sasha Sicks (Project Manager Clallam Bay-Sekiu).

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted as presented with the addition of discussion of the use of the Strait of Juan de Fuca logo on the Clallam Bay-Sekiu map and announcement of a teleconference on birding and tourism by National Scenic Byways (Alex/Bobbi). The minutes of the March 24, 2008 meeting were approved (Bobbi/Alex). The treasurer's report of a balance of \$3719.67 was accepted. (Alex/Bobbi)

**New Memberships:**

Nine new memberships were approved (Alex/Bobbi):

Sponsor memberships ... Spring Tavern and Chito Beach Resort

Community memberships ... Winter Summer Inn, Carol Schultz Realtor, Three Sisters of Clallam Bay, Breakwater Restaurant, Straitside Resort, Van Riper's Resort, West End Consulting.

**FY 2006 Grant**

**Decals:** The decals have been printed for a cost of \$785.90 for a quantity of 500 by Miller Signs. This amount will be charged to the grant. The Clallam Bay-Sekiu Chamber paid the additional \$100 for the work to set up the format for the printer.

**Membership Packet/Membership Policy:** The membership application packet will be changed to state that all memberships (including no fee community memberships) will receive a decal. Associate members will also be allowed a free link from the byway web site when completed. Other housekeeping changes were made. (Bobbi/Alex).

**Sign Project:** There is some confusion on the billing process for the sign work done by WSDOT. Sande will continue to work with all parties to resolve these issues.

**Sign Dedication Event:** Sande presented a report on the dedication event which took place on April 16<sup>th</sup>. There was good media coverage by PDN, Forks Forum, and WSDOT.

**Remaining to do:** Continue the membership drive and publish the first business directory.

**FY2007 Grant**

**Start Date/charges to begin:** This grant was obligated April 15, 2008 and will be available to pay costs for attendance at the WSDOT/Tourism workshops in April/May.

**Photo Contests:** Some discussion took place concerning types, photos, legalities. If a person's face can be seen in a photo, consent to use must be obtained. Contests could be: "112 Reasons. All 4 Seasons" ... showing activities, natural beauty all year long; "Milepost Photos" ... what you can see from an identified milepost area on the highway (perhaps for future use as a Milepost Calendar); "Drive It. Experience It" ... showing people, families, communities actively "doing" things. Perhaps photos should be submitted in electronic form, but do not have to be digital copies ... or do we want hard copies in addition? Quality should be 300 dpi or better. Issues concerning ownership/

## **Juan de Fuca Scenic Byway Association Board Minutes 4/28/08 ... Page 2**

photo credit and use of photos for retail will need to be addressed. A photo gallery could be set up on the web page to show all the individual photographers. Other use of the photos should credit the Juan de Fuca Scenic Byway Association. A sub-committee of Sande and Diane (and Joe and Sasha if can conference call) will work on more details, application info, prizes, etc. and report back at the May and June meetings.

### **FY2008 Grant**

This grant was submitted March 18, 2008. All applications were reviewed and ranked on April 8<sup>th</sup>. The SR112 grant rated high on the list of 14 applications by Washington State. Grants have been sent to the federal level review.

### **Brochure Reprint**

Two applications for Tourism Enhancement Funds from the Olympic Peninsula Visitor Bureau to reprint the byway brochure were submitted for review. One application was for \$5300 for the cost of printing and freight and the other for \$5000 for printing with the association paying the freight. It was decided to request the full \$5300 (Alex/Bobbi). Diane will attempt to contact 7 Cedars to see if they can/will partner with the OPVB if it can be partially funded.

### **Use of Scenic Byway Logo on Clallam Bay-Sekiu Brochure Map**

Clallam Bay-Sekiu is revising its brochure which includes a map. They may be able to include either or both of the America's Byways logo or the Strait of Juan de Fuca logo. It was approved to allow use of the logo if it can be included. (Bobbi/Alex).

### **Scenic Byway Teleconference**

Sande shared information concerning a byway networking teleconference concerning "Birding and Byways" on May 8<sup>th</sup>. Sande will be at state workshops at that time and cannot participate. Contact information will given to Margaret, Bill, Sasha, Greig and Lori. If anyone participates, they can report back at the next meeting.

### **Fundraisers**

#### **Postcards**

It was decided that the oversized postcard should be used in OPVB marketing efforts (travel writers, concierge, etc.) rather than be sold. They could be distributed (no charge) at some members businesses.

#### **Garage Sale**

If we are mailing out notices, we could perhaps use the bulk mailing permit at OPVB. A note could be included in the Crescent school newsletter, chamber info, grange, etc. Perhaps we could have a drop point for items to be donated for sale to benefit the byway association and there could be designated locations for byway sale booths. (Have to be careful not to take items that cannot be sold otherwise we will have to dispose of them.) Diane and Sande will work on a date after Labor Day, fees, sale markers and locations, flyer etc. and report back at the next meetings.

#### **Duck Derby**

Members were encouraged to get out and sell ducks! This is about as easy as it gets to raise money. Sande will check in with everyone after returning from workshops. The deadline to turn in money/forms is May 15<sup>th</sup> (although we can get away with May 16/17<sup>th</sup>).

**Letter to Bruce Skinner**

Joe will get this letter written and send after the Duck Derby.

**Festivals**

We could possibly add items to Fun Days auction and get a little money from the sales or just add items with a little “promo” concerning the byway, membership, etc ... maybe 112 shells, agates, cookies, etc. Something could also be donated to the Joyce Daze silent auction. This was thought to be a good idea, but no one has time in the summer to follow through. If Sande can manage to do it, it can happen.

**Pumpkin Races**

Further discussion on this event and location at future meetings.

**Tele-workshops**

Sande presented information received from tele-workshops through National Scenic Byways concerning “501(c)(3) and the Law” and “Volunteer Retention” .

**Car Tour Guide**

Sande has been discussing this project with two possible resources ... Car Tour (\$1K per minute plus production for CD) and Northwest Heritage Resources (\$82-100K including production for CD and book) ... to create such an audio guide. The marketing can be difficult so may not be a good money maker, but it is a good interpretation opportunity. Now GPS can be included and MP3 segments can be included on websites. The project can be done in stages. Clallam Bay/Sekiu is also interested, but may want to do a WestEnd guide (including Forks) and may want to do the project on a smaller scale.

**Announcements:**

Crescent Community Advisory Council is making arrangement for several music events in the Joyce community through the summer. Planning for a fossil display/discussion event in September is also being considered.

Clallam Bay/Sekiu is working on projects concerning junk visible from the road, Adopt-a-Highway program, and bird theme art throughout the community (perhaps with the Sequim Bird Fest). The Community Action Team (CAT) is working on infrastructure (roads, safety) and tourism (festivals, trails, recreational activity map).

June Liese of Joyce suggested that someone host a “painted mailbox” contest to spruce up the community prior to tourist season. There could be an “award”, popular votes, map, “scavenger hunt” concerning the mailboxes. It would be a good community builder and a fun activity for visitors that they would remember and tell others about.

**Next Meetings:**

May 19<sup>th</sup> Joyce Café

(agenda business directory, garage sale, photos/contests)

June 23<sup>rd</sup> Neah Bay with possible tour by Greig Arnold

(agenda final on business directory, garage sale, photo contests, and fall meeting dates)

The meeting was adjourned at 7:20 p.m. (Alex/Bobbi)  
Minutes submitted by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, May 19, 2008 at 5:00 p.m.  
Joyce Café**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Diane Schostak. Also, June Leise and Mike Doherty.

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted as presented. The minutes of the April 28, 2008 meeting were approved (Bobbi/Alex).

**Brochure Reprint:** The Olympic Peninsula Visitor Bureau approved \$5000 for reprinting the brochure. Diana will talk to 7 Cedars to see if they will pay the \$300 shipping costs.

**Marketing the SR112 Scenic Byway:** Suggestions to Diane for marketing the scenic byway were: *Good Sam's Highway Magazine* (July issue is featuring the Olympic Peninsula and Bobbi, Elwha Dam RV Park, may be interested in partnering if an ad is placed), Seattle *What's Happening/Trip of the Week*, advertising with Victoria, *NW Backroads* tv, *Washington Tourism Guide* ad.

**Business Directory:** A draft of the business directory format was discussed. In the interest of time in getting the directory done by the next meeting, it was approved to give Sande authority to make decisions concerning the final layout. (Alex/Bobbi)

**Garage Sale:** Sande will check on other events happening in September and choose a weekend with little/no conflicts to hold the garage sale. It was suggested that we attach a charity ... like a food drive ... to the sale. Food could be dropped at the community sales sites in Joyce, Clallam Bay, and Neah Bay and could be donated to each local food bank. It was suggested the name be something to do with the highway, a voyage, a treasure hunt ... a name we can live with for many years.

**Photo contests/Photographers:** A few suggestions were that we let people know that their photos may not be used even if the entry is accepted. Photos with faces of people Need releases from those people to be used. Greig suggested that Keely Parker at the Makah Museum may have some guidelines on photo rights.

**Duck Derby:** Approximately \$550 worth of ducks were sold which should generate \$330 in revenue back to the Association. Next year we might want to set up tables at each community to sell ducks rather than contacting people on a one by one basis.

**Thank You letter to Bruce Skinner:** Joe Murray will write the letter and mail it to Bruce. It was approved to mail without Board review. A copy will be placed in the files.

**Birding and Byways Tele-conference report:** No one was able to participate.

**WSDOT Scenic Byway Workshops report:** Sande reported that the greatest value in attending the workshops in the San Juans and Leavenworth remains the contacts made with other Washington State byways. Sande made presentations on grant writing and on

the SR112 signing project. Both presentations were well received. In the San Juans all signing is meant to be very low-key and seems to work quite well. The grant coordinator in the San Juans is interested in developing a walking or biking "loop" to reduce motorized travel from Port Angeles to the San Juans/Vancouver Island/Port Angeles ... scenic byway to scenic byway. This will be discussed further for next summer. In Leavenworth it was interesting to watch some very different agencies and communities try to work out a process to combine four scenic byways for a "loop" of over 400 miles.

**Dedication of Diah Veteran's Park/Fort Nunez Gaona in Neah Bay:** Sande thanked Greig, who was MC for the event, for an impressive dedication event. People from the Makah Nation, all branches of the military, Washington and US government dignitaries, and Spanish government representatives spoke and took part in the ceremonies. The park is a fitting tribute to those Makahs who have served in the military and to that part of history which included the Spanish mariners. The day ended with a meal served to over 300 guests and included singing and drumming.

**Other Business/Announcements:**

Mike Doherty reported that the rest stop intended for the area at the east end of Sequim may be constructed at Deer Park area instead. This may provide for an opportunity for scenic byway interpretation. Mike suggested that we consider an Eagle Festival like what Skagit County does to give people another location to celebrate/watch eagles. (Comment: we don't have such a large quantity in a concentrated area as what happens near the Skagit River). Speaking of "loops", Mike encouraged the group to think about how Olympic Discovery Trail could be connected to Pacific Northwest Trail (Montana to Coupeville) in the National Trail System and water trail connections for kayakers. Lastly, there is an attempt to find some way to establish a footbridge from the Clallam Bay Park to the sand spit again.

Margaret Owens voiced her concern that the association is formed to promote the scenic byway, partially through tourism. To do this the intrinsic qualities need to be protected. She also noted that the gray whales are mentioned eleven times in the Corridor Management Plan. The draft EIS concerning Makah Whaling comment period ends July 15<sup>th</sup>. This is a 900 page document and is available online. One of the NOAA proposals would allow whaling year-round as far east as Tongue Point. The statement does recognize that this is a national scenic byway, that whaling could impact tourism ... incidents of witnessing hunting, pro-whaling tourism, anti-whaling boycotts. What would be the consequences if this organization, as a tourism organization, does not take a stand?

Members of the board commented that since both sides of the whaling issue (and other issues in the past and still more that will come up in the future) are a part of the board for the Juan de Fuca Scenic Byway Association, we cannot take one side or the other. We need to work on issues and projects where we can make a difference.

**Next Meeting:** June 23<sup>rd</sup> in Neah Bay. Greig will attempt to find a van to transport the group for a tour (Museum, Veteran's Park, Cape Flattery, Hobuck Resort) beginning at 3:00 p.m. A meal will be provided as guests of the Makah Nation.

**Adjournment:** The meeting was adjourned at 6:45 p.m. (Alex/Bobbi)  
Meeting minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, June 23, 2008 at 5:00 p.m.  
Makah Marina, Neah Bay**

A tour of new facilities in Neah Bay preceded the meeting. Greig Arnold was the expert tour guide taking the association board members to the Makah Cultural/Research Center, Veteran's Park, Hobuck Beach Resort/Campground, and Cape Flattery Trail/million dollar butt, and a Tatoosh overlook.

**Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Also, Herb Balch and Sasha Sicks.

A delicious halibut soup and biscuit dinner was served. Thank you Jeanie!

The meeting was called to order by President Joe Murray at 5:45 p.m. The agenda was accepted as presented. (Alex/Bobbi) The minutes of the May 19, 2008 meeting were approved (Bobbi/Alex). A full treasurer's report will be made at the next meeting. Sande turned in funds from various sources to be deposited ... \$575 memberships, \$25 donation, \$330 Duck Derby, \$300 7 Cedars for brochure reprint project.

**New Membership Approval:** These new memberships were approved: Sponsor (\$100) ~ Salt Creek RV/Golf, King Fisher Enterprises, Family Kitchen, Clallam Bay-Seki Chamber. Associate (\$50) ~ Makah Cultural/Research Center, Neah Bay Chamber, Linda's Wood-fired Bakery/Motel, Olson's Resort, Droogee's Drums, The Cape Motel/RV, Raven's Corner, la place sur la Mer, Angel Crest Gardens, Bullman Beach Inn, Straitview Self Storage, Straitshots Coffee Shop, Lost Resort. Community ~ Hiway 112 Overnight Cottage/Gift Shop, Curley's Resort/Dive Center, Crescent Beach/RV, Roughcut Creations Chainsaw Carvings, Ozett Associates LLC, Have Adze Will Travel, Snow Creek Resort, Gary's Pay 'n Save, Jack Mackerel Seafood, Native Grounds, Cedar Shack, Bay Motel. Two changes to memberships were also approved: Bill Drath as an individual associate member changed to a business associate member ... Hoko River Trading Company. West End Cooperative upgraded from a community member to an associate member. (Diane/Alex)

**Brochure Reprint:** The Olympic Peninsula Visitor Bureau approved \$5000 for reprinting the brochure. 7 Cedars has paid the \$300 shipping costs. The projected cost of the printing and shipping of 22,000 brochures is \$5291.04. The graphics revisions were done by WSDOT with a value of \$300 donated to the project.

The file was forwarded to the printer on Friday, June 20<sup>th</sup> by Laurel Black.

The brochures are stored by the OPVB at Sound Moving and Storage. There will be a small fee for unloading and warehousing the shipment when it arrives. Up to \$100 was approved to be paid from association funds by Sande when it is billed. (Alex/Bobbi).

Diane suggested that we consider participation in the mailing about February each year to concierge and visitor centers. This gets information about brochures available out to a greater distribution area and would raise awareness of the scenic byway.

**Business Directory:** The business directory draft was discussed with and a business directory listing document given to Laurel Black on June 20<sup>th</sup>. She will do the formatting and create a map for the directory as soon as time allows. Quotes for a copy run of 1000 directories were discussed. It was determined that more copies would be needed, at least 2000-2500 directories. Sande was authorized to explore printing as compared to copying costs and contract the better option to produce at least 2500 copies of the directory. (Diane/Bobbi)

**OPVB Marketing Report:** Diane reported that the scenic byway is one of the top four promotional campaigns for Olympic Peninsula tourism this year. Emphasis is also put on the new Olympic Peninsula Waterfall Trail (with web site, blog, photo gallery, video, map, pdf, etc.) and the Olympic National Park. A co-op with Jefferson County for a spring campaign in the Seattle area, "The Road Less Traveled", and travel writers (including Backpacker Magazine) have been successful this year. A new promotion being developed is Olympic Coastal Cuisine. Diane is forming a steering committee to discuss this idea. Diane will forward links to the Seattle Times article about Cape Flattery and the Backpacker Magazine article.

**Garage Sale Discussion:** After a lengthy and interesting discussion, the name of the sale assigned to this event will be "The Great Strait Sale". Posters and press releases will include additional information like ... a Highway 112 (or Strait of Juan de Fuca Scenic Byway) community sale ... a 61.4+ mile long yard sale ... a compilation of miles of piles, sales and treasures, etc. (Alex/Bill). This first sale will take place on Saturday, September 20<sup>th</sup> from 9 a.m. to 2 p.m. Some people may have earlier or later hours, but these will be the officially announced hours.

This first sale will be kept as simple as possible and expanded as appropriate. No food drive or byway sale table will be included this year, but will be considered for future events. The byway will have a table in each community for information (and brochures) and a byway representative to keep an eye on the community location set-up and clean-up. There will be no charge for sale tables set up at the "community location".

Name: The First Annual ... "Great Strait Sale"

Date/Time: September 20, 2008, 9 a.m. to 2 p.m.

Purpose: community building event, "fun" raiser, invite to neighboring communities  
Future: potentially association fundraiser from ads, listings, and sale table ... additional fundraisers for community groups ... a draw to a larger audience if sale continues to grow ... food drive for local food banks

Publicity: Press releases to local papers in July to save the date, start saving items for the sale, date/time, contact info  
Press releases to local papers in August to sign up for listing/ads, contact info for sign up (email/mail forms, stores to distribute), benefit of listing (map with location, sale description), ads for stores, restaurants, gas, lodging (sales/discounts day of sale?)  
Press releases to local papers in September just prior to event with info on where maps can be picked up (available email?), how the sale works, community spot locations, info on byway, contact info  
Paid garage sale ads in Port Angeles, Forks (and perhaps Sequim) papers

Flyers/Maps:

Sale listings: \$10 for sale location/address and 10 words to describe sale, each advertised sale will receive one official "Great Strait Sale" sign to use on highway 112

Ads: \$25 for business card size ad, each business ad will receive one official "Great Strait Sale" sign to use for the business

Signs: Sande will explore options and costs for signs. It was suggested to get a quote from Floyd at Olympic Printers. The signs do not need to last more than overnight for the sale. The print run may be small if there are few paid listings/ads. Cost information and sign drafts will be emailed to the board for approval prior to the August press release goes to solicit event participation.

Guidelines: Guidelines/rules will be printed and given to each sale that signs up with a listing. These sales will be the ones specifically identified with the event and will be expected to abide by the safety guidelines. The byway person at each of the community sites will inform people of the guidelines as they apply to that area.

Community Participation: A small committee in each community will be set up to promote the event by circulating information and building interest in the community. We want people to see themselves as being a part of the scenic byway community. This committee would/could also help at the community location, especially to be sure the site is cleaned up when people leave at the end of the day.

**Photo Contest Discussion:**

Contests: Three contests will be run consecutively ... 8/1/2008 thru 8/30/2009

Each contest will pay \$50, \$30, \$20, \$12 = \$112 total for 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup>/honorable mention places. The total for three contests will be \$336.00.

The association will pay the contest awards if it is not possible to use grant funds for this purpose.

Contest Categories/themes:

- "112 Reasons ... All Four Seasons"  
Photos of the byway and byway community in seasonal glory
- "Byway Mileposts"  
Photo views from/on/of SR112, identified by mileposts
- "Drive it. Experience it."  
Photos of people participating in recreation, events and enjoying all that the byway community has to offer

Promotion of contests:

"Tickler" in Milepost newsletter

Press release to local papers with contact info for forms, dates, etc.

(form, rules could be on OPVB web site and Sande could email)

Periodic press releases/reminders to keep interest in contest

"Awesome" photo to generate interest, follow-ups on the number of photos received to date, reminders to do seasonal photos, etc.

Set up photo gallery for photos received

Contest Entry Guidelines:

- Number of entries is unlimited
- Photos must be entered in a specific contest, one contest per photo
- Each photo must have a separate entry form
- Person entering contest must have clear rights to use the photo
- All photos which show people's faces must have a "model release" in order for the photo can be used in promotional material. The person entering the photo is responsible for getting this prior to submission
- Each photo must include where taken (and optional special information/story)
- Photos must be submitted in digital format (on a CD)
- Computer printed copy of photo to be attached to entry form (for identification)
- Multiple photo entries can be included on one CD as long as clearly identified
- No photos will be returned
- Some photos may not be used
- Submission of photo in a contest gives the Juan de Fuca Scenic Byway Association the right to unlimited, non-exclusive use of the photo in promotional materials with credit to the JDFSBA
- No fees will be paid for use of photos for promotional use
- Entry forms will be available by mail, email, or pick up at OPVB
- Entry forms must be accompanied by all release forms, photo copy, and digital photo submission
- Entries mailed to PO Box or dropped off at OPVB

Sande and Diane will work on entry forms and release forms. Final document drafts and press release drafts will be emailed to the board for comment prior to public release.

**Professional Photo Call Discussion:**

Use of photography:

- Unlimited use
- Non-exclusive use
- Negotiate agreements for retail product use as needed
- Purchase use of individual photos or contract photographer

Types of photography:

- Media quality photos
- Scenic photos
- Seasonal photos
- People interaction with nature, events, activities photos

Solicitation:

- Contact by email/mail/web sites all known photographers to find those interested in project
- Ask for price quotes
- Determine commitment/contract required to proceed

## **Juan de Fuca Scenic Byway Board Minutes ... 6.23.08 ... Page 5**

Sande will work on a list of names and solicitation notice. The draft will be emailed to the board for comment. Any/all names of photographers (and their email, phone, web site information) that board members want to be included in the solicitation should be sent to Sande so they can be contacted for participation in the project.

**Washington State Parks Letter:** A letter to Washington State Parks in support of the purchase of property that would connect state park lands at Warnock's farm and the Hoko River mouth was approved. (Alex/Bobbi)

**Watchable Wildlife Conference Attendance:** It was approved to pay for up to two people to attend the Watchable Wildlife conference on "Geotourism" in Leavenworth September 3,4<sup>th</sup>. Margaret, Sasha, and Sande will decide who is going and take care of registration in a timely manner to get the benefit of the conference rates. (Greig/Diane)

### **Meeting Dates for Fall:**

No meetings in July and August

September 22 at Pysht Tree Farm

October 27 in Joyce (location to be announced)

November 24 at Pysht Tree Farm

December ... no meeting unless weather delays the November meeting or the grant requires some business to be conducted prior to the January meeting

January 26 (tentative) ... annual meeting, location to be determined later

### **Other Business/Announcements:**

Diane mentioned that there is a Tourism Summit on September 16<sup>th</sup>.

A thank you letter has been sent to Bruce Skinner for including the association in the Duck Derby and the Festival of Trees for fund raising.

The summer Milepost copies were available for distribution

A big thank you to Greig Arnold and the Makah Nation for hosting the tour, meal and meeting ... and the eagle show.

**Meeting adjournment** at 7:40 (Alex/Bobbi).

Meeting minutes by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, September 22, 2008 at 5:00 p.m.  
Pysht Tree Farm Lodge**

**Present:** Sande Balch, Joe Murray, Margaret Owens, Diane Schostak. Also, Sasha (Sicks) Medlen.

The meeting was called to order by President Joe Murray at 5:00 p.m. It was determined that there was not a quorum for any items requiring a vote. The minutes of the June 23<sup>rd</sup> meeting, acceptance of new members, and approval of the photo contest/submission forms will be handled by an e-vote. A majority will carry the vote. Treasurer reports for the quarters ending in June and September will be available at the next meeting.

Diane noted that the OPVB has access to affordable conference calling if it would be of value when it is hard to get the group together (weather, roads, scheduling) in one spot and yet have a valid quorum for essential decisions. Two or more locations could be set up for phone centers ... PA, Joyce, Clallam Bay, Neah Bay ... and an announced conference call meeting take place without everyone having to travel.

**Watchable Wildlife Conference Report ... "Making Geotourism Work in Washington"  
Leavenworth, Sleeping Lady Resort, September 3-4, 2008  
Margaret Owens and Carol Schultz attending**

Margaret reported on the conference. Sleeping Lady Resort is a very eco-friendly place, very "Go Green" in all aspects of the design and operation. The presentations were well done and interesting. All session outlines were put on a CD and given to participants to use at home. Quite an emphasis was put on marketing and the tourism trends. She learned that it is important to assess the byway's "carrying capacity" so that you do not exceed the number of people the roads, amenities, and community can accommodate.

Networking and making contacts with other people in the byway community was a valuable part of the conference. Margaret made contact with people from the "Whale Trail" (and talked about including the whale viewing sites on SR112 in their interpretive information and showed them the SR112 brochure with inserted photos of shore-based whale sightings, numbered and referenced on the scenic byway map) and "OrcaNet" (and learned how important it is to report sightings of whales so that can be used to raise awareness of the area and the whales), Willy Nelson from All Points Charters on the Olympic Peninsula all the way to Neah Bay (and interested him in adding the Depot Museum to his tours), and Rocky Beach, marine mammal expert from Washington State Fish and Wildlife (and discussed the possibility of building viewing platforms at strategic locations on SR112).

Margaret shared a photo with the conference attendees showing them watchable wildlife "Joyce style" ... a cougar investigating a home porch right on SR112!

Sande will summarize Margaret's notes and include them in the meeting packet for October 27<sup>th</sup>.

**Great Strait Sale Overview ...** Some people actually traveled the length of highway 112 the day of the sale. The bad weather held off and people seemed to be having fun shopping and selling. There were several personal sales in the Joyce area, but not as

## **Juan de Fuca Scenic Byway Board Minutes ... 9.22.08 ... Page 2**

many at the Joyce Bible Church and community site as anticipated. The museum had a lot of interested people taking tours by Margaret Owens. Clallam Bay had a grouping of sales near the community site and the co-op. The thrift shop reported sales were much higher than a normal Saturday. Neah Bay had good participation although the sales were not ready first thing in the morning. Tables were provided here for the participants. Chito Beach had about 10 cars per hour check out their sale. Elwha Dam RV Park sold almost \$400 worth of goods. Wagner's Grocery at Laird Corner was one of the distribution points for the maps. They ran out of maps early in the morning and made more copies themselves so people would have a map. Wagner's may participate in having their own sale next year. A goal for next year will be to get people involved in selling so there is enough to encourage shoppers to come back each year as it grows. A full report will be prepared for the October meeting with some of the comments received from the field.

**Membership Drive 2009 ...** Sande commented that we should begin a membership drive yet this fall in order to recruit new members in time for board nominations and so as not to bump up against the new directory production.

**October "Milepost" Newsletter Content ...** Suggestions for the upcoming newsletter included: driving in winter road conditions, veteran designations on SR112, Great Strait Sale report, photo contest announcement, new members (and April new members that were omitted in the previous newsletter), meeting schedule including the annual meeting, solicitation of board nominations, new signs on the Adventure Route, new businesses.

**Closing Report for FY2006 Grant ...** The report was presented by Sande Balch and reviewed. The FY2006 grant was for \$25,000 in federal funds with a \$6,250 match. Donations of time and materials valued at \$24,480.81 made the total grant value \$55,730.81. In addition donations for the period of July 2006 through March 2007 (between grant projects) totaled \$15,981.17. Adjustments in the WSDOT charges to the grant for signing resulted in enough funds to complete the payment for the business directory graphics work, printing of the directory and purchase of stamps and mailing labels for the association.

**Work Plan for FY 2007 Grant ...** This current grant tasks include:

- the photo contest and hiring professional photographers/buying rights to professional photos to use for the next grant in the brochure re-design, on the web site, and potentially to contract for use in retail interpretive products
- co-op print materials promoting low-impact tourism activities such as water trails, hiking trails, light houses, museums, birding, horseback riding, etc.
- web site planning with the site to be created with the next grant

**Joyce Meeting Locations ...** At least two locations are available to us for meetings in Joyce: Family Kitchen and Crescent School library (or a classroom if the library is not available). The Family Kitchen will allow us to use the restaurant for meetings as it closes at 3 p.m. A small menu would be available through the bar if we wanted to have food or we could bring in food if we like. It was decided to request use of the Family Kitchen for the October 27<sup>th</sup> meeting and order off the menu available. The January meeting which is

## **Juan de Fuca Scenic Byway Board Minutes ... 9.22.08 ... Page 3**

the annual meeting for membership will be held at Crescent School if the library is available.

**Merrill and Ring W-9 form requested ...** The form was given to Joe Murray. It was unclear as to why the form was required and Joe will check into that for the association.

**Hood Canal Bridge Closure Information ...** Reminder notices about the May-June 2009 six-week closure of the Hood Canal Bridge were distributed.

**Vietnam Veteran's Memorial Highway Dedication ...** The dedication will be held on October 11<sup>th</sup> at 11 a.m. at the Joyce Crescent Grange. Joe will try to be in attendance and any other board members would be welcome to attend as well to represent the scenic byway organization.

### **Other Business and Announcements ...**

Sasha reported that Clallam Bay-Sekiui will be receiving some technical assistance in landscape planning from the American Planning Association. The meeting will be late in October. If enough support is shown for the process, another meeting could be held in the spring. Also, there were 37 people at the light keepers house at Slip Point. There is interest in including public access, signing, and parking in any new lease signed for use of the area.

Diane reported that there will be a tourism summit at Jamestown on October 15<sup>th</sup>. Diane will accompany Washington State and Port of Seattle people to a Sales Mission in Germany and France on October 8<sup>th</sup> to "sell" Washington to travel writers and tour operators. The waterfall trail brochure is nearing completion and includes 24 waterfalls in four counties. Writers and film scouts have also kept the OPVB busy this summer/fall.

### **Next Meetings ...**

October 27<sup>th</sup> 5:00 p.m. at Joyce Family Kitchen

November 24<sup>th</sup> 5:00 p.m. at Pysht Tree Farm Lodge

No meeting in December planned at this time

January 26<sup>th</sup> (annual meeting for members) at Joyce

Crescent School library if available ... time/program to be determined later

### **Meeting Adjournment at 7:19 p.m.**

Meeting minutes submitted by Sande Balch, Secretary

**Approved by e-vote the week following meeting** (with seven board members responding, Greig Arnold vote absent):

Minutes of the June 23, 2008 meeting approved

Acceptance of Brian Adler and Patti's Property Management (Patti Adler)  
as Community Memberships

Photo contest forms approved for release

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, October 27, 2008 at 5:00 p.m.  
Joyce Family Kitchen Restaurant**

**Present:** Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens. Also, Sasha (Sicks) Medlen. **Absent:** Greig Arnold and Diane Schostak.

The meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved with the addition of the following items: read into the minutes action taken by e-vote after September meeting (acceptance of Patti's Property Management and Brian Adler as new members, approval of the June 23, 2008 minutes, and approval of photo contest forms for release), discussion of membership renewals/membership list, Scenic Byway self-assessment survey, Sekiu School as scenic byway grant, WSDOT planning meeting in Clallam Bay-Sekiu, Clallam Bay Park sign.

The notes from the September 22 meeting did not have to be approved as no action was taken without a quorum. The minutes of the June 23, 2008 meeting were approved by e-vote following the September meeting.

Bill Drath presented the second and third quarter financial reports. The ending balance in the bank account as of September 30, 2008 was \$5,205.17. The reports were approved. (Alex/Margaret). It was approved to have the treasurer invest up to \$1,000 in a short term CD to receive a little better interest rate. (Bobbi/Alex). Bill may set up the account for online banking if/when we have a savings account so money can be moved between the accounts without having to appear at the bank in person. The non-profit registration fee of \$10 was approved for payment. (Bobbi/Alex). Joe Murray reported that the request for completion of a W-9 form for Merrill and Ring was an error and not required.

**New Members:** Patti's Property Management/Services (Patti Adler) and Brian Adler were accepted into membership by e-vote following the September meeting.

**Reports:** There were no questions or comments concerning the "Milepost" newsletter, Watchable Wildlife Workshop report, FY2007 quarterly report, Great Strait Sale report, Photo contest guidelines/forms. No one was able to attend the Vietnam War Veteran's memorial highway designation event.

**Festival of Trees:** The Jim Cammack family spent two nights (September 26/27) at Hobuck Beach in Neah Bay, toured the museum and were presented with salmon. Sunday mid-day they traveled to Pysht for lunch and a slide show presentation/tour of the Pysht River estuary. Trees were given to the children in the group to plant at their homes.

Joe and Merrill and Ring have offered the tour/lunch again for the Festival of Trees this November. Greig is checking on what they will/can offer for the upcoming festival.

It was approved to use association funds to pay for the out-of-pocket expenses for the two meals for this year up to \$60 each. Sande will submit her bills for the Pysht lunch and contact Greig Arnold to do the same. (Alex/Bobbi).

**Membership List/Renewals, Board Nominations:** A list of the current membership was distributed. It was suggested that this list be emailed to the general membership for their information.

Renewal notices will be emailed to the full membership requesting that every member sign a renewal form to keep their membership active (including no-fee community memberships) and consider whether or not they would like to upgrade their membership level. Follow-up requests will be sent by mail.

The renewal notices will have a line to allow members to volunteer to serve on the board or to nominate others to serve on the board.

It will also be noted that it is important to renew by January to be considered for board of directors and to have listings included in the 2009 Milepost Business Directory and a note that ads will be available for the 2009 directory.

Terms for Bobbi, Greig and Sande expire at the end of this year. The board currently has eight members and is allowed by the bylaws to have no less than five and no more than 15.

Nominations were made by Alex for the board: reinstate Bobbi, Greig, and Sande as board members and to add Sasha as a board member.

**Annual Meeting:** The process for nomination/election of board members and the election of board officers was not clear. All were asked to read the bylaws thoroughly before the next meeting so the planning for an annual meeting for members can be made. At that time the process for announcing the meeting, holding the elections/business meeting, presentations/displays, food/activities, and time of the meeting will be set. Crescent School has agreed to allow us to use the school library for this meeting in January.

**Milepost Directory 2009:** The expenses were \$700.00 for graphics work (this will be less in 2009 as the map is already designed and will be used as is each year) and \$430.02 for the printing costs (covered by the FY2006 this time, but will be covered by membership fees and advertising if no grant is available).

The 2009 directory will probably have to be larger to accommodate more members and possibly ads. It was suggested that the 2008 directory as well as a sample of the new, larger format (and content if changed) be shown to members when approached about ads. Ads should be priced according to location in the directory with those on the back more expensive than those inside.

The 2008 directory was printed on blue paper. The intention was to change the color of the directory to green for 2009 (green and blue being dominant colors in the logo) so that it would be easy to identify the old and the new directories for those who know the color code. It was also suggested that we try to use color and/or photos in future directories.

A separate email/mailed will be sent out to members after the annual meeting to ask them to check their listings and make changes/corrections and to give another opportunity to place an ad in the directory.

**Professional Photo Solicitation:** It was requested that Sande talk to OPVB about use of the photos they have on file before a solicitation goes out to purchase photos. Perhaps we

can share these photos and/or we can purchase use of others that the association can share with the OPVB in return. The OPVB can also be consulted on the photographers that should be or have already been contacted. We don't want to seek use rights for the photos already purchased by the OPVB to promote SR112/Clallam County/OP.

It was also suggested that we put out a call to local artists to share their art of the scenic byway community to be used for calendars, kids' products, etc.

**Scenic Byway Self-Assessment Checklist:** WSDOT is required to review the status of each scenic byway and byway association every few years. This year they included a self-assessment to be included in their report to the Transportation Commission. Sections on Leadership and Direction, Communication, Community Activities, Assessing Visual Quality and Visitor Experience, Moving Forward and Accomplishments, Funding, Partnering and Stakeholders were assessed.

Sande filled out this form and emailed to members to make comments prior to the submission deadline of October 27<sup>th</sup>. She felt that our organization is progressing in all areas, but is still weak in some ... Corridor Management Plan needs review and update; communication with Washington State Tourism has not been well established; web site not accomplished yet but in the plan for the next grant.

There were two areas that WSDOT put some emphasis on that this group has not done much with ... understanding and preserving sense of place/visual quality; land conservancy attempts and connections.

In the board discussion, it was obvious that the Corridor Management Plan is felt to be a poor reflection of priorities and projects and needs to be reviewed closely.

**Slip Point Environmental Assessment:** Sasha requested a letter of support from the byway association for this grant. It was approved for Joe to write a letter of support. (Bobbi/Alex).

**Other Business/Announcements:**

**Sekiu School Grant ...** Sande is working with the Clallam Bay-Sekiu community to determine if the Sekiu Community Center would qualify for scenic byway funds for a restoration and interpretation project.

**WSDOT and the American Planning Association** is also working with Clallam Bay-Sekiu to discuss revitalization/landscaping, etc. to see if there is community support for such projects in the area. The first meeting is Wednesday October 29<sup>th</sup>.

**Clallam Bay Park Sign ...** Bruce Giddens at Clallam County Parks has sent out the draft of a map/sign that will be installed at Clallam Bay Park. It basically uses a revised map and text from the byway brochure, "Drive It. Experience It." The Highway 112 scenic byway is listed as a partner.

The next meeting is November 24<sup>th</sup> at Pysht Tree Farm Lodge at 5:00 p.m. There will be no meeting in December unless the November meeting is cancelled due to weather/road conditions.

The meeting was adjourned at 7:00 p.m.  
Minutes submitted by Sande Balch, Secretary

**Juan de Fuca Scenic Byway Association  
Board of Directors Meeting  
Minutes, November 24, 2008 at 5:00 p.m.  
Pysht Tree Farm Lodge**

**Present:** Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. **Also:** Lori Pena (Salt Creek Recreation Area Manager) and Carrie Sunstrom, WSDOT Scenic Byway Coordinator. **Absent:** Bobbi Fuller.

The meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was approved with the addition of one item: the FY2008 Grant Award announcement. The minutes of the October 27, 2008 meeting were approved. (Alex/Bill). Treasurer Bill Drath reported a check for \$57.83 was written to Sande Balch for the cost of food for the tree farm tour (Festival of Trees fund raiser). He also reported that \$1000 was invested in a CD with First Federal Bank ... terms: 3.25% for 12 months (as compared to 0.75% in the savings account). There will be a full year-end report at the January 2009 meeting.

**FY2008 Grant Award Announcement:**

Carrie Sunstrom announced that the SR112 application for "Interpretive Information for Travelers" was awarded funding less the retail product development part of the project ... for a total of \$69,910. The Cape Flattery project for kiosk, poles, museum entrance and botanical garden was also awarded funding. Carrie said that Washington State is third in the nation for total funding amounts. There were four projects from Washington State that were not funded for 2008.

**Membership Renewals:**

Only seven of 63 memberships have been renewed to date. Members will be reminded of the renewal deadline ... even community memberships need to be renewed by signing the 2009 membership renewal form. We can use the annual meeting announcement and the meeting itself to sign people up. Reminders that only active memberships will be included in the business directory which will be produced prior to summer this year might encourage others to fill out the renewal form. We should tell the membership about all the good things that are happening ... including the new grant awarded. Sande will work on finding new members ... renewing current members ... and getting things set up for the business directory by the end of March so we will have the directory published by the end of April or early May this year.

**Board Nominations:**

Board terms are expiring December 31, 2008 for Sande Balch, Alex Stevens, and Greig Arnold. Even if these three members choose to apply for another three year term, there are still five additional positions open. We currently have eight board members. The bylaws state that the board will consist of no fewer than five and no more than thirteen board members. Sasha Sicks Medlen had been nominated, but declined the nomination. Greig Arnold may try to other/additional people from Neah Bay to serve on the board.

**January Annual Meeting/Board of Directors Meeting:**

The annual membership meeting will be held on Monday, January 26<sup>th</sup> at the Crescent School Library beginning at 6:00 p.m. Sande will confirm the location with the school.

**January Annual Meeting/Board of Directors Meeting (cont.):**

Convene Annual Meeting

6:00 – 6:30 p.m. board/membership meet/greet, displays, finger food

6:30 – 7:15 p.m. byway presentation, Q&A, board nominations/elections

Adjourn Annual meeting

Convene Board of Directors meeting

7:15 – 8:00 p.m. Agenda, Minutes, Treasurer's Report, Election of officers

And any necessary business as time allows

Adjourn Board of Directors meeting

Presentation ... Joe ... history of road and why the work of the association is important. Joe has a projector for power point, Diane has a laptop, still need a screen. Sande will provide photos and a digital copy of the byway report presented to LTAC to be used in part for this presentation.

Displays ... Sande ... directory, brochure, decals, sign/photos, cookbook, photo contest info/entries, calendar with meeting schedule and activities (Duck Derby, Great Strait Sale, Festival of Trees, Annual Meeting).

Food ... Sande/Board ... finger foods, wraps, veggies, desserts, beverages

Generate Interest ... Sande/Board ... news article, phone calls (Sande to split membership list and give to board members to make calls).

**Festival of Trees:**

Sande asked if anyone was attending the Festival of Trees on Thanksgiving weekend to please take a photo of the tree with our "experience" package included ... Makah 2 nights (off season) at Hobuck Beach Resort with tour of choice and dinner for up to four people ... Pysht tour and presentation for up to 12 people with lunch served at the lodge.

**Professional Photography Solicitation:**

The community photo contest runs until August 30, 2009.

Professional photos terms:

- The deadline for submission of photos for this grant period would be September 15<sup>th</sup> (grant must close by October 14<sup>th</sup>).
- Photos must have location/nearest milepost identified so we know that the photo is of the SR112 community.
- Photo purchase/use will be for unlimited use, non-exclusive use, unlimited time, non-commercial use.
- Guidelines for the photographer will outline the subjects/locations of photos needed, photo quality/resolution requirements (magazine quality), photos to be taken in both horizontal/vertical formats to be used in a variety of ways.
- The Association will define how the photos will be used, deadline for submission and will include an agreement form to be signed.
- Sande and Diane will work on this information.

For the professional invite, Diane suggested we offer some money up front to a limited number of professional published photographers so as to inspire them to participate.

- Make \$200 available to 4-6 photographers (\$100 up front and \$100 upon receipt of four photographs ... hopefully a larger selection where we can choose the four best photos). This would be a payment of \$50 per photo.
- Additional photos may be purchased if the selection is good.
- Other photographers could offer photos without the up-front funding.
- This concept was approved by the board.

**Other Business/Announcements**

**Letter of support for Byway Excellence Award Application:**

It was approved for Sande/Joe to write a letter of support for the “Revisiting Washington” project in nominating it for a National Scenic Byway Program Interpretive Excellence Award if such a letter would be helpful to the application. Carrie Sunstrom will notify us if the letter is needed. Copies of the “Revisiting Washington” CD are at the Clallam County Museum on Lincoln Street.

**POW Memorial on SR112/Pysht:**

An article in the local news stated that a person, James Merrill McGrath, born at the Pysht tree farm was a POW during WWII and this POW memorial would be placed in the Pysht area in his honor. Joe confirmed that McGrath was the son of a Merrill and Ring employee and was born at the Pysht camp in 1913. McGrath was not, however, related to the M&R owners. It was suggested that we might check with Clallam County/WSDOT to see if this memorial could be an anchor piece at the Elwha overlook area at mp60.

**Sekiu School/Community Center Grant:**

If a grant application is pursued, a history of logging camps and logging camp schools will be needed. Some sources for photos/information might be the local newspapers, NOLS, Clallam County Historical Society, and Larry Burtness’ virtual museum. Other sources of information on schools would be Joe Murray/M&R, Margaret Owens/Joyce Depot Museum, James Swan/Sooes, Neah Bay, Greig Arnold/Neah Bay. Margaret also noted that Chris Cuppler and Sons built the Sekiu School in the early 1900’s and that his daughter, Margaret Riggs, now lives on the byway.

**Clallam Bay/Sekiu Revitalization Project:**

Sasha Sicks reported that emphasis will be put on screening at Sam’s RV/Welcome sign area and from Gary’s Auto to Morgan’s; a pocket park in Sekiu at the base of Commercial Street (Clallam County right of way); viewing platforms at Clallam Bay and Sekiu. A grant application to do an environmental assessment at Slip Point is in the works.

Margaret noted that Bill Ashley, Crescent Community Advisory Council, had received six unsolicited, positive responses to the Great Strait Sale this last fall.

The meeting was adjourned at 6:50 p.m. (Alex/Diane).