

## **Juan de Fuca Scenic Byway Association Monday, January 25, 2010 at Family Kitchen, Joyce**

**Board Members Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Diane Schostak, Alex Stevens. **Absent:** Margaret Owens. **Members:** Mike Doherty. **Guests:** Carolyn Flint, Randall Tomares, Lori Pena, Herb Balch.

### **5:10 p.m. Annual Membership Meeting**

Introductions of board members and attendees opened the meeting. There were no questions about the organization from those in attendance. Joe Murray, Bill Drath, and Diane Schostak were nominated to a new three-year term on the Board of Directors to run from January 2010 through December 2012. There were no further nominations. The nominees were unanimously elected to the positions. Alex/Greig.  
The annual meeting was adjourned at 5:15 p.m.

### **5:15 p.m. Board of Directors Meeting**

#### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:15 p.m.

The agenda was approved with the addition of a presentation from Randall Tomares on web sites placed at the beginning of the agenda. Alex/Diane

The minutes of the October 26 and November 16, 2009 meetings were approved. Diane/Alex.

Treasurer Bill Drath noted that the income in 2009 for the Duck Derby was \$501 and the Festival of Trees income was \$1050. A full detailed written report will be presented at the February meeting.

#### **New Member Approval ...**

The application for membership from Nicole Bertoliatti of Joyce Headquarters Salon and Barber was accepted. Sande will send out a letter welcoming this business to the organization and include the new member in the newsletter.

#### **Election of Officers ...**

The current slate of officers was nominated to continue: President Joe Murray, Vice President Alex Stevens, Secretary Sande Balch, Treasurer Bill Drath. All nominees were unanimously elected to the positions. Alex/Diane.

#### **Randall Tomares/Web Site information ...**

Randall Tomares discussed and handed out an information sheet on development of web sites for marketing purposes. Domain names, web site and brochure consultant hires and development process will be discussed further at the February meeting.

#### **Meeting Dates/Locations ...**

Upcoming meetings were set for the following dates/locations: Feb. 22 at Pysht, March 22 at Joyce, April 26 at Pysht, May 24 at Neah Bay and June 28 at Joyce.

#### **Membership Drive and Business Directory...**

Just over half of the memberships are renewed at this time and not all of them confirmed their directory listings. Sande, Bill and Greig will continue work on renewals.

**Newsletter Articles ...**

Sande presented a list of suggested articles for the newsletter to be published in February: **Association news** to include new board terms/officers/members, grant projects completed/in progress, grant coordinator position process, meeting dates, membership renewal reminders and **Community news** to include new businesses, orca babies, veteran designations/plaques, Adventure Route closure, Elwha Bridge closure, condolences to the families of WSDOT workers Don Heikkila and Neal Richards. The proposed subjects were approved dependent on space and no other suggestions were forthcoming.

**Announcements and Updates ...** see attached for Sande's updates

**Mike Doherty reports ...**

Commissioner Mike Doherty discussed the possibility of Clallam County taking ownership of the Elwha overlook property through the county road department (as opposed to county parks). The Board of Clallam County Commissioners is supportive of this idea at this time and a "turn back" agreement to change ownership will be pursued. The scenic byway organization, county roads, Olympic National Park, Washington State Department of Transportation, and private property owners all have interest in how this property is used in the future. Sande submitted a list to the county with all the ideas and concerns for use of this property that have been discussed over the last few years in our meetings. This process will hold great tourism interest for many years as it is the biggest dam removal in history. Keeping an access route to view the removal of the dam and the reconstruction of the area is important.

Commissioner Doherty will take a group of county people on a tour of the west end. If anyone has ideas of development, improvement, needs etc., he will welcome those suggestions to be submitted so they can be discussed on this tour.

**Randall Tomares** showed us an example of a calendar that could be done with the photos that he took for the byway. 2011 calendars should be ready to be in stores anytime between June and December this year. He could do a calendar on his own, in cooperation with the byway, with some percentage of sales back to byway, or we could do a calendar ourselves (with compensation to Randall for use rights for commercial use of photos). The estimate was about \$6 to produce and sell for \$12-17.

The meeting was adjourned at 7:30 p.m.

Minutes submitted by Sande Balch, Secry.

## **Juan de Fuca Scenic Byway Association Monday, February 22, 2010 at Pysht Tree Farm Lodge**

**Board Members Present:** Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Greig Arnold and Diane Schostak. **Guests:** Carolyn Flint and Mary Brelsford (OPVB).

### **5:00 p.m. Board of Directors Meeting**

#### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted as printed. The minutes of the January 25, 2010 meeting were approved. Alex/Bobbi

Treasurer Bill Drath presented a written report at the end of the meeting showing a 2009 year-end balance in the checking account of \$5,766.96 and a CD 2009 year-end balance of \$1,034.36.

### **Web Planning Work Session ... Mary Brelsford, Olympic Peninsula Visitor Bureau**

The OPVB has recently engaged in web planning projects for the OP Waterfall Trail ([www.OlympicPeninsulaWaterfallTrail.com](http://www.OlympicPeninsulaWaterfallTrail.com)) and the OPTC Tourism Commission ([www.OlympicPeninsula.org](http://www.OlympicPeninsula.org)).

In the application process for building the OPTC website, there were 93 applicants, 12 were reviewed by board and 5 made presentations/interviewed. A process handbook was developed that will be shared with our group to facilitate the hiring of a web master. Mary suggested the following basic process:

Mary suggested the following basic process:

- List what you want in the web site

- Put out an RFQQ (request for qualifications and quotations)

- Write a scope of work

- Set up a gmail account for communications concerning RFQQ's

- Post the RFQQ (newspaper, Craig's list, etc)

- Receive responses

- Close applications

- Review responses and reduce list to those to be considered by board/committee

- Request presentations by the top applicants

- Non-bidders must be notified

- Presentations rated on a prepared scoring sheet ... #1 surfaced from this

The following points were discussed or suggested:

- Do not put the RFQQ out on contract sites, just newspapers/Craig's list

- Decide how far you want to spread the net ... just Olympic Peninsula, W.

Washington, or further? The bidder must be available to come to the area to do the work and meet with your organization if they live outside the area. Getting proposals from outside the area gives a wider perspective to how you should approach the web site building ... the ideas may be helpful even if you don't hire the bidder.

- The site must answer the question, "Why do I want to go there?"

A web site must have good links that will bring more people to your site ... OPTC, OPVB, local chambers etc.

What search engine optimization (SEO) and key words do these other sites use that work?

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Content management systems that allow interactive use and visitor contribution is common now, but does require monitoring by an administrator.

Needs for the web site, such as these, should be included in the RFQQ.

A sign-off should be included if subcontractors are involved ... for instance a graphics person hires a web master ... so that the contractor is responsible for any work done outside, the hiring organization knows who the sub-contractors will be.

Separate RFQQ's should be sent out for development of the web site and the brochure. But the two must be able to work together. The two projects may/probably will share some content.

Core essentials such as presentation in the format of milepost to milepost, area to area with stories of the sections in between ... mapping system ... links for more information ... need to be discussed.

In our area, it is best not to talk in terms of miles to destinations, but talk in terms of how long it will take to get there.

Downloads from the web site to MP3 are now being used for stories and pictures. Better not to have too much text on web sites.

A possible schedule for the web site contractor process could be:

March work out RFQQ

April work out Scope of Work

May work out bid announcement

June review all work to date

August post RFQQ

August/September sort bids to have list to be reviewed

September final group of bids reviewed

October interviews/presentations

October hire contractor

Beta site up

Live site up by end of year

The brochure could be accomplished during the September/October period and be ready to go to print by the end of the year also.

The schedule proposal will be compared to the schedule outline submitted in the grant.

Mary will provide some information on the process for the board and assist as needed.

### **Internet Services Adequacy for West End ...**

Generally the board felt that high speed internet is not sufficiently available to the west end community and that people in the communities are not aware of what is available.

### **Lodging Tax Advisory Committee (LTAC) ...**

Sande reported that the LTAC committee recommended that additional funds be made available to the OPVB for two cooperative projects:

- A marketing campaign with the OPTC to attract Victoria and lower Vancouver Island visitors (\$8,500 from the 2009 lodging taxes and an additional \$10,000 from OPTC as well as \$9,000 OPTC already invested in a professional survey done in 2009)

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- A project working with the Peninsula Trails Coalition (PTC) to update the logo and web site and boost marketing for the Olympic Discovery Trail. (\$22,200 from the lodging tax reserves and in kind services from OPVB and the PTC)

Also, Clallam County is participating in a "County Showcase" using video clips on the [www.clallam.net](http://www.clallam.net) website. The LTAC and Clallam County Parks are exploring the possibility of developing a kayak/canoe trail in conjunction with Washington Water Trails and ways to fund the iconic markers and interpretive signs for the Whale Trail sites in Clallam County.

Sande represents the Juan de Fuca Scenic Byway Association on the LTAC committee and acts as the secretary/co-chair with Steve Tharinger. Her current term expires December 31, 2011. Sande has announced that she will not renew her membership on this committee when that term expires.

### **"Voices of the Strait" video ...**

The video project will document the last 75 years of watershed life along the Strait of Juan de Fuca from Cape Flattery to Point Wilson. Stories from the 1920s' to 1950s' are especially welcome. Several people with a life dependent on this watershed were mentioned to pass on to the producers. The Joyce group working on oral history has also met with the production team. Any further suggestions can be submitted to the Feiro Marine Life Center at 360.417.6254 or email [feiolab@olympen.com](mailto:feiolab@olympen.com).

### **Grant Coordinator Hire Process update ...**

The application deadline is February 26<sup>th</sup>. Applications will be reviewed and applicants interviewed in the weeks following. Joe Murray will represent the association on the interview team. A new coordinator may be in place by the March meeting.

### **Membership Drive/Business Directory update ...**

There are still several memberships that have not been renewed. Sande and Bill will contact these people by phone or in person. The directory should be updated, printed and ready for distribution by early May.

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

- The February Winter "Milepost" newsletters were distributed.
- Board members signed the Electronic Transmission and Conflict of Interest forms for the current term of office.
- Bobbi announced that the Elwha Dam RV Park was listed for sale in October.
- Alex announced that Hank Jernigan is beginning a monthly acoustic guitar workshop/jam. The first to be March 20<sup>th</sup> with the workshop at 5pm and the open mic jam to begin 6pm at the Crescent Grange. Sande will call to see if there is some way the association can help promote the event.

The next meeting is Monday, March 22<sup>nd</sup> at 5:00 p.m. at Joyce Family Kitchen.

The meeting was adjourned at 7:10 p.m.

Minutes submitted by Sande Balch, Secry.

## **Juan de Fuca Scenic Byway Association Monday, March 22, 2010 at Family Kitchen in Joyce**

**Board Members Present:** Greig Arnold, Sande Balch, Bobbi Fuller, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Bill Drath and Joe Murray. **Guests:** Carolyn Flint, Lori Pena (Salt Creek), Bob Pensworth, Bruce Giddens (Cl Co Parks) ... also attending for the first part of the meeting were members of the American Legion Riders Post 29 ... Jeff McFarland, Ralph Ellsworth, Bobby Cannon, Lonnie Steele.

### **5:00 p.m. Board of Directors Meeting**

#### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by Vice-President Alex Stevens at 5:10 p.m. The agenda was accepted as printed. (Bobbi/Margaret) The minutes of the February 22, 2010 meeting were approved. (Bobbi/Margaret) There was no treasurer report for this meeting.

#### **American Legion Riders Post 29 ... Jeff McFarland**

Jeff McFarland introduced the attending members of the American Legion Riders Post 29. This group walks or rides in parades, escorts caskets, stands flag lines/posts colors, serves as pall bearers and folds flags to honor fallen soldiers whenever invited. In a seven month period, they donated 2,000 hours to this cause. On the last Friday of each month, the group also does the bell ringing on Lincoln Street and calls out the names of Clallam County people who died in the service of the country.

March 30<sup>th</sup> was declared "Welcome Home Vietnam Veterans Day" by Gov. Gregoire on the occasion of the 35<sup>th</sup> anniversary of the withdrawal of troops from the Vietnam conflict. No welcome home was given to the American soldiers at that time. Sande will work with the American Legion Riders to set up a meeting at the Vietnam Veteran Memorial Highway sign/plaque at SR112 and Eden Valley Road (John Singhose's property) to welcome the veterans home on the memorial highway designated to honor these veterans.

#### **Clallam County Park Interpretive Kiosks ... Bruce Giddens**

Bruce has done some initial research into the subjects tentatively agreed upon for the kiosks ... Freshwater Bay to be Communities Come and Gone/Name Origins, Pillar Point to be Logging Camps/Logging Terms and Jobs, Clallam Bay Spit to be Mosquito Fleet/Shipwrecks.

Bruce will work cooperatively in development of the text and specifically with Joe on the forestry/logging information, with Margaret on the communities/names/Mosquito fleet/shipwrecks from information at the Joyce Depot Museum. It was discussed again that the tribal information on these subjects should be included, but not in a separated display, rather woven into the full story. Checking in on the text and photos and proposed layout as it progresses rather than at the final stage would be a better process for cooperative work in developing these kiosks.

#### **New Members ... Sande Balch**

Community Membership application Considerations (consulting)/Carolyn Flint and Associate Membership applications CresComm Services Inc./Bob Pensworth and American Legion Riders were accepted and welcomed as new members. (Diane/Bobbi).

**New Hire for Scenic Byway Coordinator ... Diane Schostak**

There were seven applications for this position, five were interviewed. Each applicant was qualified and had some very significant skills they could bring to the work of the Juan de Fuca Scenic Byway Association. In the end, the applicant chosen for hire was Michelle Little of Port Angeles. Michelle and her husband are founders/directors of the North Olympic Discovery Marathon. Michelle will be introduced to the Clallam County Commissioners on Tuesday, March 23<sup>rd</sup> and will begin training with Sande that afternoon. Michelle will be at the meeting April 22<sup>nd</sup> to meet everyone.

**Grant Billing Process/Business Agenda Process ... Sande Balch**

Grant related bills approved by the coordinator in the amount of \$150 or less (postage, office supplies, copies, etc.) may be paid by the treasurer without further consideration by the board. The bills will then be submitted to the grant for full reimbursement. Larger bills (conference/workshop related expenses, vendor costs, etc.) should be approved by the coordinator and cleared by the Board prior to payment from Association funds.

The Secretary will request agenda items from the President and the Scenic Byway Coordinator prior to sending out a draft agenda to the Board. There will be a standard agenda item "Scenic Byway Coordinator Reports/Updates" for each meeting with sub-categories as needed.

**Web Planning ... RFQQ development ... Diane Schostak/Sande Balch**

The Board voiced the concern that the many do not have the time and/or knowledge to be involved in this process. It might be better to have the new coordinator work with Mary Brelsford to develop the document and present it for comment. Any board members who have more interest and/or can contribute to this process can volunteer to serve on a committee to assist with the process. The Board sets policy/concept.

Some suggestions were to break the web site into community section and have each community update their section. The blog/comments/photos should be approved before they go live.

Do we have a mission statement for the web site? If not, what should it be?

**Board of Directors meeting in Neah Bay May 24<sup>th</sup> ... Greig Arnold**

Suggestions of pre-meeting activities were given to Greig ... escorted or self-guided activities. Greig will come back to the April meeting with options.

It was suggested that representatives for the Tribal Journey and the Neah Bay Chamber of Commerce join our meeting to update us on their activities.

**Business Directory Update/Expense Approval ... Sande Balch**

The directory text is nearly complete and looks to be able to fit the 8 ½ x 14 format used in past years. The color will be blue on white stock. The cost for printing will be approximately \$550 for the current format or up to \$650 for a larger format. The graphics design costs for preparing the art for the printers will be extra, but no map changes will be required this year so the costs should be less than 2009. Sande reported that the membership dues will adequately cover the cost for the production of the directory. The costs were approved to be taken from the Association funds. (Diane/Greig)

**Duck Derby ... Sande Balch**

Duck Derby materials will be available prior to the April meeting. Ducks will be delivered to Bobbi, Joe, Alex, Sande/Margaret, and Bill. The derby is held May 23<sup>rd</sup>. Alex and Sande will set up a stand at the Joyce General Store again this year and Bill will do the same in Clallam Bay if his schedule allows.

**Naming Baby Orca L112 ... Sande Balch**

When a calf returns with its pod in the spring, after surviving its first winter, it will then be given a name during the Whale Museum's naming contest, which is held each summer. Members of The Whale Museum may suggest up to two names for each calf to the Orca Adoption Program Department during the month of July. (They may/may not know if it is a boy/girl depending on if they can get a belly shop prior to July ... so it may be necessary to have a name that would work for either male/female.) The name suggestions are whittled down by staff to four of the most appropriate names and voted on by The Whale Museum members and the general public in August. The calf names are announced on the Whale Museum web site by September 15<sup>th</sup>.

Sande suggested we could adopt the mother of L112 to have the right to submit name suggestions related to the byway. We could open this up to the community and/or schools to participate in the process prior to school ending. We could also remind the community to vote in August by email, newsletter, news paper. Late we could continue to encourage the schools to follow the baby whale news and/or adopt a whale through a penny fund for example (\$35 per year per adoption).

It was approved to adopt the mother of orca L112, Surprise for one year at the cost of \$35. (Bobbi/Margaret, Greig abstained) Sande and Bobbi also plan to adopt a whale individually which will give us more opportunity for name submissions.

**Whale Trail Funding ~ marker/interpretive install and web pages ... Sande Balch**

Sande suggested we could apply for a Tourism Enhancement Grant from OPVB to pay the costs of installing the Whale Trail interpretive markers and interpretive signs at Salt Creek Recreation Area, Freshwater Bay, Clallam Bay Spit, and Shipwreck Point and for the web pages for these sites as well as Cape Flattery if approved by Neah Bay (\$300 each). Sande will work with Michelle Little to prepare the application. Joe Murray's signature will be required to submit. It was approved to submit the OPVB grant application (Bobbi/Margaret, Diane abstained).

Other Business/announcements:

The Elwha River Bridge was closed March 11 for several weeks to complete new, higher rails on the bridge.

The next meeting is April 26<sup>th</sup> at Pysht Tree Farm Lodge, 5:00 p.m.

The meeting was adjourned at 7:25 p.m.

## **Juan de Fuca Scenic Byway Association Monday, April 26, 2010 at Pysht Tree Farm Lodge**

**Board Members Present:** Greig Arnold, Sande Balch, Bill Drath, Bobbi Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. Scenic Byway Coordinator: Michelle Little. Members: Carolyn Flint and Mike Doherty.

### **5:00 p.m. Board of Directors Meeting**

#### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was accepted as printed. The minutes of the March 22, 2010 meeting were approved. (Bobbi/Alex) Bill reported a balance of \$8,538.42 in the checking account and \$1,036.28 in the CD. The treasurer's report was approved. (Alex/Margaret)

**Introductions ...** Michelle Little, newly hired Scenic Byway Coordinator, introduced herself to the Board members.

#### **New Members ... Sande Balch**

Greig Arnold arranged a meeting for Sande and Michelle with Greg Lovik at Washburn's General Store to discuss the byway goals and offer a membership to this very important business in Neah Bay. Greg agreed and joined as our first Platinum Partner (\$500 level). This membership application was approved. (Alex/Bobbi)

#### **Scenic Byway Coordinator Reports/Updates ... Michelle Little**

**RFQQ Process ...** Michelle discussed the work she has done to date related to the RFQQ. In looking at the Domain Names ideas, the following suggestions were made:

- Buy several domain names and redirect to the preferred site

- Domain names are fairly inexpensive and there is a discount on multiple purchases

- Buy .com and .org (maybe not the .net or .info)

- Buy the .mobi for adaptations for mobile devices

- Juan de Fuca is hard to spell, but so is Strait (straight)

- Hwy or Highway 112 doesn't tell where it is ... many states may have a hwy 112

- Most would not know where the Strait of Juan de Fuca is either

- Acronyms are hard to remember and to translate

- Perhaps we could use Scenic Hwy 112 or Scenic Byway Hwy 112 ...

  - Better yet, perhaps, would include the state ... WaScenicHwy 112

- How about using the same as our annual sale ... and include the state

  - Wa GreatStrait.org and WaGreatStrait.com

- Could also buy WaGreatStraight.org/com and redirect to correct spelling ☺

- Is Clallam Bay/Sekiui still using Northwest Coast? ... this might work

It was suggested that Michelle would work with Sande and Diane to present a list at the next meeting to vote on. Any further suggestions should be sent to Michelle for consideration prior to the next meeting. It might help for board members to ask people outside our area about what would make sense to them and submit those comments also.

Michelle asked that the board members look at five selected web sites (for byways and tourism) and fill in an evaluation form to be turned in at the May meeting. The comments will be of value to Michelle in the web site planning process.

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The "Scope of Work for Content Management Website Development" was discussed. Some suggestions to include:

- Allow for ability to create new pages/content, not just updating existing pages

- Ability to include contests on the web site

- Look at least five years out to allow for capability that will not be outdated before the web site is "live"

- Include capability to gather information

- Include a visitor database

- Include communications abilities ... BLOG, fan base

- FAQ's don't always answer all questions, include a "contact us" button

- Link to weather page (PDN uses AccuWeather)

- Link to web cams

- Include ability to participate in Geo Cache activities

- Identify what the deliverables/milestones are for payment

- Payment schedule should be linked to deliverables, but must be flexible until the contractor is hired and then can work together to set the payment schedule

**Business Directory ...** Michelle helped with the 2010 Milepost Business Directory process. Some directories were distributed at the meeting. The majority of directories will be to visitor centers and businesses by mid-May and ready for the first holiday travelers.

**OPVB Grant Application ...** This will go to the OPVB Board at their May meeting for consideration. The funds would pay for installation of Whale Trail Site markers/interpretive signs for four sites and for the web pages for five sites along the Strait of Juan de Fuca.

**Monthly and Quarterly Reports ...** Michelle prepared and submitted the March monthly billings to the grant and the first quarter report to the Clallam County Commissioners.

Michelle's email address is: [michelledlittle@gmail.com](mailto:michelledlittle@gmail.com)

### **Great Strait Sale ... Sande**

It was agreed to host the Great Strait Sale again on the second Saturday of September. So the 3<sup>rd</sup> Annual Great Strait Sale will be September 11, 2010. It will be up to each community site manager to decide if there will be a byway table of sale items and/or a food drive for that community. Sande said there would be a meeting ... in person or email ... of the site managers (Sande/Margaret in Joyce, Bill in Clallam Bay, and Vicky Druge in Neah Bay) to finalize details and then start getting the date out to the public.

One suggestion was to talk to the American Legion Riders Post 29 to see if they want to do a Poker Run to entice people to go the length of the byway (and could raise money for a veteran cause).

It was also suggested that next year we decide the date early and include the date in a starburst on the cover of the Milepost Business Directory. (The date would have to be set at the January or February meeting to accomplish this in time for print graphics work.)

### **Duck Derby ... Sande**

Duck Derby supplies were distributed at the meeting. The Derby is on May 23<sup>rd</sup> so all money and tickets sold should be turned in by May 21/22 latest to the Olympic Medical Center Foundation office at 928 Caroline Street (across from the hospital). All unused tickets MUST be turned in at the same time or at latest the following week as the Washington State Gambling Commission requires that ALL tickets be accounted for.

**Community Updates ... Mike Doherty**

Sidewalks are being installed in Clallam Bay from the school to Weel Road.

Clallam County is purchasing waterfront property from Jerry White (east of The Spring Tavern) to give public access to the beach area, especially when the bridge is not useable at Clallam Bay Spit County Park.

A wildlife viewing station is to be built in Sekiu with funding from an ALEA grant (WS Fish and Wildlife).

The Elwha Overlook property transfer is being looked on with favor by WSDOT and Clallam County. It is waiting on the "turn back" from WSDOT currently. We should be thinking about interpretation for this area.

The Elwha Bridge Project booklet won a national award for graphics. When the dams are removed there may be a "coffee book" style book published for \$25-30 like what was done for the Hoh River. Mike suggested we might think about doing a booklet for the dam removal and history like what was published for the Elwha Bridge. There may be many historical photos available still. The booklet could be sold for at least enough to recoup the cost of producing. In fact, there could be a whole series of similar booklets for many historical facets of this area.

**May 24<sup>th</sup> Meeting in Neah Bay ... Greig Arnold**

Greig has secured a van for touring prior to our meeting. It was decided to meet at the Makah Cultural and Research Center and leave the museum in a van at 3:00 p.m. for a tour of the area (perhaps to include a look at the new rooms at Linda Colfax's place).

The meeting will then be at 5-7:00 p.m. at the Marina. In addition to the regular agenda the meeting will include dinner and guests to speak to us about the Paddle Journey and the Neah Bay Chamber of Commerce.

**May Milepost Newsletter suggestions ... Michelle Little**

News article suggestions for the next Milepost were discussed. Michelle will be setting the newsletter up in a new format as well.

**Naming Baby Orca L112 ... Sande Balch**

It was agreed to include the byway schools and the community in gathering names for baby orca L112. We can use the newsletter, email, newspapers to publish information. Later in the summer, people can be reminded to also vote. Some criteria should be provided to those submitting names ... name having to do with the Strait of Juan de Fuca area, male/female use name unless the gender has been identified.

**Other Business/announcements:**

Diane announced that the KCTS Ch. 9 "Iron Man of the Hoh" companion piece to the Ken Burns National Parks series was nominated for an Emmy!

Carolyn suggested that we continue to do pre-publicity for the upcoming 100<sup>th</sup> anniversary for the Joyce General Store.

Sande will email a copy of Joe's brief history of the Juan de Fuca Hwy 112.

The next meeting is May 24<sup>th</sup>, 2010 in Neah Bay. 3pm at the Museum for tour and 5pm at the Marina for meeting and dinner. The meeting was adjourned at 6:55 p.m. (Alex/Diane)

Minutes submitted by Sande Balch, Secry.

## **Juan de Fuca Scenic Byway Association Monday, May 24, 2010 at Neah Bay, Makah Marina**

**Board Members Present:** Greig Arnold, Sande Balch, Bill Drath, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Bobbi Fuller and Joe Murray. **Scenic Byway Coordinator:** Michelle Little. **Members:** Carolyn Flint and Lori Pena. **Guests:** Crystal Denney and Vicky Druge.

3:00 p.m. Tour of high vista overlooking village and James Swan carving at creek outlet.

### **5:00 p.m. Board of Directors Meeting Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by Vice-president Alex Stevens at 5:15p.m. The agenda was accepted with the addition of letters of support for Clallam County grant projects. The minutes of the April 26, 2010 meeting were approved. (Diane/Margaret). Treasurer Bill Drath will submit a quarterly treasurer's report in June.

### **Tribal Journey to Makah ... Crystal Denney**

Crystal is a grant writer for the Makah Planning Department. She is the coordinator for the 2010 Paddle Journey, Tribal Journey to Makah ... happening in 56 days. The first such event, Paddle to Seattle, was in 1989 in association with the Washington State Centennial and 9 canoes participating. At that event, Frank Brown from Bella Bella, British Columbia, committed to another paddle in four years which took place in 1993 with 23 canoes including a Makah canoe. Since that time, there has been a paddle every year (2005 was hosted by the Elwha).

The experience is intended to bring the culture back to the people, living the culture. It is a drug/alcohol free event. It conditions the body and spirit. The participants learn about the canoe, how to read the water and the sky, preparing regalia, landing protocol. Songs and dances are revitalized and new ones composed. Canoe families are together for two weeks and must live in harmony with one another. The event strengthens intertribal connections, use of intertribal canoe routes and traditional lands, and reconnects relatives.

The Makah announced their commitment to the paddle journey in 2005 at the Elwha. A resolution was taken to the Tribal Council in 2007 and Crystal was appointed the official coordinator in 2008. There have been meetings with previous hosts to discuss the process and budget (60% is spent on meals) in order to begin planning.

The Tribal Paddle to Makah is expected to bring 100 canoes and as many as 10,000 people to Neah Bay. This will include all Washington tribes as well as some from British Columbia, Oregon, Alaska and Hawaii. International representatives from New Zealand (Maori) and Japan will also participate.

There will be a flotilla of all canoes on the first day. Those who travel the farthest will come in first and perform their songs and dances. The last day the Makah will perform and do their gifting. The official landing of canoes will be July 19<sup>th</sup> coming from Clallam Bay. The event will close July 24<sup>th</sup> or 25<sup>th</sup>.

The infrastructure issues have been addressed ... water, garbage, sewer (270 porta-potties will be in place and serviced more than once a day), gas, food (groceries and restaurants), lodging (camping, RV, motel). An organizational structure has been

## **Juan de Fuca Scenic Byway Board Meeting Minutes ... 5/24/10 ... Page 2**

established ... with an executive committee of Tribal Council, Chair/Coordinator, committee chairs/coordinators. Many programs and amenities will be enhanced for the paddle journey and retained for the community after the event.

More land in town and at camp areas has been cleared for camping. The cabin capacity and camp area at Hobuck Beach has been expanded. The grounds at the museum will be used for volunteer camping. The new gymnasium will be completed and be the location for meals. Two more beach access ramps are being built. The Senior Citizen Center deck and the dance areas are being increased. An area at the school will be used for fish pits and then used for teaching traditional cooking. The USCG will help on the water. Also cooperating for the safety of participants and for security are the Canadian Navy, Coast Guard Auxiliary, Marine Spill Response Course, Border Patrol, Homeland Security, Clallam County Sheriff Department, and Tribal Police.

It is anticipated that 500-600 volunteers will be needed (400 for food service alone). There are 350 volunteers signed up at this time. Volunteers will be needed to help with meals, hospitality, parking, security, landing canoes, recycling, etc. A press release and ads will solicit more volunteers before the event.

Media people must be registered/verified and have identification. It is desired to have media coverage, but also to minimize misrepresentation. Some songs and dances should not be recorded. There will be announcements of "no photos/video/audio" in those cases.

From the first events in 1989/1993, this will be over 17 years of paddle journeys. There are many tribal youth who have always (their entire lifetime) had a tribal journey!

BOARD DISCUSSION: How can we support this event in welcoming the guests traveling the scenic byway to the Tribal Journey to Makah? Suggestions: signs along the byway, in yards, in businesses. Perhaps the PDN would run a full page "welcome sign" that people could post. Perhaps we could print signs like for Great Strait Sale and post along the byway. Michelle and Sande to follow-up and report back.

The meeting took a break from 6:00-6:30 p.m. to have salmon dinner complements of Greig Arnold.

### **Neah Bay Chamber of Commerce ... Vicky Druge, Vice Chair**

There are now 20-24 members in the chamber. Recent projects include a Native Heritage Walk, and a \$109,000 grant (\$76,000 from USDA) for a chamber web site, brochure, radio spots, and signing. The chamber takes a break in July and August and will work on a membership drive and participation in the Great Strait Sale in September. Neah Bay tourism participates in the OP Tourism Commission with a grant from OPVB.

### **New Members ... Sande Balch**

Associate level membership applications from Michelle Little (Port Angeles) and Robert/Charlene Engel (Port Townsend) were accepted. (Diane/Bill). (Applause!)

### **Scenic Byway Coordinator Reports/Updates ... Michelle Little**

Michelle led a discussion concerning choosing a domain name(s). It was suggested that people are actually driven to a web site by keywords more than going directly to the domain name address. Several names could be for special projects with redirects to the main site for information. Names will be put on a ballot and voted on at the June meeting.

### **Juan de Fuca Scenic Byway Board Meeting Minutes ... 5/24/10 ... Page 3**

The RFQQ content was discussed. Some suggestions were made to adjust the process timing and details. It was agreed that the process should allow Michelle to review all proposals and make the determination as to those that meet the qualifications/requirements, including checking references, and be presented to the Board in September for discussion. A review committee of three/four people maximum would then interview and hire a consultant(s). The chosen consultant(s) would be announced to the Board at the October meeting and meet with the Board to complete contract, timeline, scope details.

### **Naming Baby Orca L112 ... Sande Balch**

Michelle, Sande and Margaret brainstormed ideas for presenting the naming of baby orca L112 project to the Hwy 112 community schools. Michelle developed a very professional package including, posters, photos, genealogy, ballots and information sheets. So far Clallam Bay, Neah Bay, and Dry Creek schools have expressed interest in participating. The project will also be presented to the community through press releases, membership emails, and the newsletter. Names must be turned in to the Whale Museum by the end of July. Voting takes place in August and the new names will be announced in September.

### **Letters of Support ... Sande Balch**

Clallam County Parks requested letters of support for the Clallam Bay Acquisition Project (purchase/trade of shoreline property east of The Spring Tavern to develop year-round access to public tidelands on Clallam Bay) and the Sekiu Shoreline Access and Wildlife Viewing Project (development of hard surface path with seating, interpretation, ADA access and viewing on Clallam County right-of-way). These letters were drafted and approved by email vote (six of eight board members voting). Joe signed and mailed the letters last week.

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

The Milepost Newsletter copies were handed out for distribution. An email version will be sent to all members as well.

The "Last Dam Summer Party" will be held May 27<sup>th</sup> in Sequim at the new Holiday Inn (\$35 per person) as a fund raiser for ONP.

Sande sat on the WSDOT advisory committee to develop a 20 year strategic plan for scenic roadways. Time will tell if the needs and concerns of the scenic byway organizations are met by this plan. Scenic and Recreational Highways and Scenic Byways have some common issues, but there are many differences as well ... especially the fact that Scenic Byways are grassroots programs driven by community needs and efforts as opposed to government initiated changes and decisions. The 2010-2030 WSDOT Strategic Plan for Scenic and Recreational Highways has been completed and is available online at [www.wsdot.wa.gov/LocalPrograms/ScenicByways/BywaysPlan.htm](http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/BywaysPlan.htm)

Carolyn announced that the old abandoned trailer on hwy 112 near Dempsey Road is "gone"! This required persistent attention by the Neighborhood Watch citizens to keep the need to clean up the area in front of Clallam County and get it done.

The next meeting is June 21, 2010 at the Family Kitchen in Joyce.

The meeting was adjourned at 8:00 p.m. (Diane/Greig)

Minutes submitted by Sande Balch, Secry.

## **Juan de Fuca Scenic Byway Association Monday, June 21, 2010 at Joyce Family Kitchen, Joyce**

**Board Members Present:** Bill Drath, Joe Murray, Margaret Owens, Alex Stevens.  
**Absent:** Greig Arnold, Sande Balch, Bobbi Fuller and Diane Schostak. Scenic Byway  
**Coordinator:** Michelle Little. **Member:** Mike Doherty.

### **5:00 p.m. Board of Directors Meeting**

#### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00p.m. Attendance indicated that a quorum was not present. Approval of the agenda and minutes was delayed until later in the meeting to see if more members might arrive late. Treasurer Bill Drath said the quarterly report will be complete at the end of June, that there were no upcoming expenditures to discuss, and reported the account balances. The checking account has \$8500 and the cd has \$1000. It was suggested to move the cd funds in to a savings account next fall if interest rates continue to be low.

#### **Duck Derby Update...**

The Scenic Byway Ducks group sold nearly 200 ducks for a \$534 check back to the Juan de Fuca Scenic Byway Association. Alex said that selling ducks at the Joyce store and also getting to his list earlier contributed to his success. It was suggested for next year that duck sellers could email their friends and family to let them know they had ducks for sale o hopefully catch them before they bought from someone else.

#### **Clallam County Park Interpretive Kiosks...**

Bruce Giddens was unable to attend the meeting, but Joe said that he had talked to Bruce earlier in the day about the interpretive signs regarding logging camps and logging terms to be placed at Pillar Point. The question was asked if the project was still on track for completion next spring. It was agreed that if the drafts for the interpretive panels were presented in the fall that there would be plenty of time for review before the manufacturing in late winter.

There was discussion regarding the potential for vandalism at the remote park settings. It was noted that the panels will have a plexi-glass cover that will be easy to clean and that back up panels were being purchased in the event of major disrepair. It was suggested that members frequent these sites to keep a presence which could help deter any defacing or vandalism.

#### **Agenda ... Minutes ... Treasurer's Report ...**

At 5:20p.m. a quorum was not present at the meeting. The agenda was accepted. The minutes of the May 24, 2010 meeting will be tabled to the next meeting. Decisions regarding the RFQQ will be sent to the Board via email for vote.

#### **Thank you to Neah Bay...**

Alex noted that the meeting in Neah Bay was very informative and that it would be nice to send a letter of appreciation to the Makah Tribal Paddle Coordinator, Crystal Denney. Margaret said that Greig goes out of his way for hosting and provided a delicious meal.

## **Juan de Fuca Scenic Byway Board Meeting Minutes ... 6/21/10 ... Page 2**

Margaret suggested the letter of appreciation be sent to Greig to be forwarded to the other speakers. Michelle will prepare a letter for Joe to send.

### **Scenic Byway Coordinator Reports/Updates ... Michelle Little RFQQ to final approval...**

The question was asked who would receive the RFQQ, how would word gets out about the RFQQ posting. Michelle said that the RFQQ will be posted on Craigs List and at iFreelance – sites that the ODT used to post their RFQQ. It was discussed that the RFQQ should be sent to local contractors who have expressed interest in the job. This includes John Gussman, Laurel Black and Randall Tomaras. If there are additional names, they should be sent to Michelle by early August.

It was also suggested that the RFQQ posting be announced in the local newspapers. Michelle will check to see if this can be included in the business announcements section for Clallam and Jefferson counties as well as the Forks Forum.

The RFQQ will also be posted as a pdf at <http://scenichwy112.org/>. This site can be used as a communication tool for the Project Manager when working with bidders.

A revised draft of the RFQQ, with changes from the previous meeting, was presented to the board. The group requested a few additional changes to be made to the RFQQ and asked that the document and noted changes be emailed to all Board members for vote since a quorum was not present.

The first discussion was regarding domain names. The group agreed that simple is better but would like “wa” to be included. Michelle will look in to the possibility of highway112.wa.com. The ballot will be revised and emailed to the board for vote.

Discussion was held regarding eliminating the dollar amount available for the website and brochure re-design from the budget sections of the RFQQ. Bidders will need to include their proposed budget for the job which will be considered by the committee for selection. The question was asked “how much does a new website cost?” One comment was made that it is similar to buying a car – the cost depends on the features. The original grant budget for the website was \$5,000, but additional funds have become available from the kiosk project. Mike Doherty mentioned that it is a good bidding climate right now. It was agreed to eliminate the dollar amounts from the RFQQ .

It was also suggested that a “deliverables” section and right of refusal clause be added to the RFQQ.

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

The following dates and locations were set:

September 27<sup>th</sup>, Pysht

October 25<sup>th</sup>, Joyce

November 22, Pysht

**Milepost Suggestions...**

The following items were noted to be included in the August newsletter:

Report from Fun Days (picture)

Road projects

Cones will ripen in early September

Paddle journey picture and report

Clallam Bay Visitor center relocation

Whale naming contest

Alex mentioned a copy of a new magazine that he picked up in Joyce titled *Washington Holidays*. It was suggested that the Milepost could include information for how organizations can submit their events to this publication. Alex also mentioned [www.nwpr.org](http://www.nwpr.org) as a free advertising tool for promoting community events. The Great Strait Sale is being promoted on NPR.

**Naming Baby Orca L112 ... Michelle**

A list with names submitted by Clallam Bay students was distributed and the actual ballots that the students filled out were viewed. The group had fun looking at the variety of names and a suggestion was made for the next time to add a space on the ballot for students to write why they chose that particular name. An email will be sent to the absent board members asking for their vote on the submitted names (top two names will be included with the group of eight names being sent to the Whale Museum). Additional name suggestions were added by some Board members.

Michelle reported that a new baby has been born to the mother "Sequim" thus another adoption and naming opportunity might be available next year.

Margaret asked for an update on the Whale Trail signs. Michelle said that she will be meeting with Donna Sandstrom and Bruce Giddens on Friday at Freshwater Bay and reviewing the sign installation which may be completed in July.

**Updates...**

**Sekiu Community Center**

Bill Drath said that Trish Hudson is working on a new website for the center and that it is expected to be finished soon. No other information about the community center/grant writing was presented.

**Elwha Overlook Project**

Mike Doherty gave an update on the bids out for the Elwha Dam removal and construction centered around the overlook property. Mike is confident that viewing areas and trails can be established and that interpretation at these areas is a desirable. Suggestions for interpretive material should be sent to Mike.

**Membership Patch... Alex**

Alex presented the idea of offering the current logo as a patch, similar to the decal, for members that are more likely to display their membership on a jacket. This idea came about after the American Legion Riders Post 29 joined the Association. Alex said the patches would provide great visibility and promotion for the byway and he thought the patches would be very well received by the riders since they were a group that was excited to be a part of the Association and to help with projects in any way they could. Alex received a quote from Capt'n Tees for non-embroidered patches. The price goes down as the quantity is increased. Quote was for a 3 x 4 patch, minimum quantity of 50: \$3.50 plus tax per patch (\$175 total). Alex suggested purchasing more than 50 and selling extras. Patches could even be offered as a choice for new members (rather than the decal).

A decision to purchase the patches was tabled until the September meeting. Alex will try to have a sample of the patch quality available.

Other Business/announcements:

Booth/Association presence at summer events.... has any formal organization to participate as an Association been made?

Sales Tax reporting. Alex agreed to look in to the reporting and filing necessary if the association plans to sell items such as patches. Joe stated that currently income made from flea markets and garage sales is considered an incidental exemption from sales tax.

Form 990. Question was asked whether this was now an annual reporting to maintain 501 c 3 status. Note was made to ask Sande.

The next meeting is September 27th, 2010 at the Pysht Tree Farm.  
The meeting was adjourned at 7:00 p.m.

Minutes submitted by Michelle Little,  
substitute Secy.

**Juan de Fuca Scenic Byway Association**  
**Monday, September 27<sup>th</sup> , 2010**  
**Pysht Tree Farm Lodge**

**Board Members Present:** Sande Balch, Bill Drath, Bobbie Fuller, Joe Murray, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Greig Arnold. **Scenic Byway Coordinator:** Michelle Little.

**5:15 p.m. Board of Directors Meeting**

**Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:15p.m. The agenda was accepted with the addition of Grant Match Change, Address Change, and Clallam County Park sign draft. The minutes of the May 24 and June 21, 2010 meetings were approved. (Alex/Diane). Treasurer Bill Drath reported approximately \$8500 in checking and \$1000 in a CD.

**RFQQ Progress/2008 Grant ... Michelle Little**

August 16<sup>th</sup> ... Michelle reported that the RFQQ was sent out locally, placed on Craig's List and IFreelance on August 16 and proposals were due by September 15<sup>th</sup>.

September 8<sup>th</sup> ... committee met to discuss the bid process

September 15<sup>th</sup> ... proposals were received from

John Gussman/Laurel Black

\$2800-\$3600, 40-60 hours, additional time at \$50 hour

Additional costs ... hosting

Questions? Laurel's time included? Mobi not addressed? Software used?

Randall Tomaras

\$7000

Additional costs ... software, cost to scan images

Questions? Site examples? Work with designer?

Cameron Little

\$3000 including 3 months maintenance

Additional costs ... hosting

Questions? ... One year experience? Work with designer?

September 21<sup>st</sup> ... committee met to review proposals. Recommendation to the board was to invite all bidders to make a presentation. A list of questions will be sent to the bidders to be answered/discussed at the presentation with additional specific questions to each bidder.

The board looked over the general questions and suggested a question concerning what we should expect in five years be added to the list. It is also important to ask questions and get solid answers about portability and ownership of the site and using open source software with no cost to buy ... nothing too obscure or obsolete.

It was brought to the attention of the committee that there was possibly a fourth proposal (Margaret Staples) sent. Michelle will follow up to see if it was submitted and on time. If so, it will be included in the process with the other proposals. The board will be contacted if there are any extenuating circumstances that require a board decision.

## **Juan de Fuca Scenic Byway Board Meeting Minutes ... 9/27/10 ... Page 2**

**MOTION:** The proposals were accepted for presentations to begin on October 5<sup>th</sup>. (Alex/Bobbi). It was confirmed that the committee has the authority to make a final decision on which proposal is to be accepted and the person/team hired (if any).

If a proposal is accepted and hired, the web master will be present at the October meeting on October 25<sup>th</sup>. The board will be advised as to the time and place and whether it will include a work session with the web master. Joe Murray will not be available to attend this meeting and will forward any input prior to the meeting to Michelle.

### **Grant Match Change due to address change ...**

Michelle explained that \$200/month match is contributed to the grant as in-kind match for use of the space for the association official address. When the Clallam Bay-Sekiui Visitor Center moved from the Marris property to the old Al's Mini Mart property the match was lost. Michelle and Sande met with Gary Fernandes to discuss continuing the match commitment for the new property site. He was glad to help and signed the match form.

### **Address Change ...**

**MOTION:** It was approved to change all state and federal records to reflect the new physical address for the Juan de Fuca Scenic Byway Association. (Diane/Alex)

### **Great Strait Sale Report ... Saturday, September 11<sup>th</sup> 9 am to 4 pm**

Sande reported expenses of \$92.32 for the classified ad, copies and postage. Income from flyer ads and miscellaneous sales totaled \$197.84. The weather was good and sales were quite steady to about 1 p.m. Suggestions for next year included: keep the same date (second Saturday in September), keep the same hours (9am-4pm), distribute maps earlier so people can plan, attempt to get more organizations involved with fundraisers and businesses with specials.

### **Clallam County Park Interpretive Signs ...**

Michelle presented a draft for one of the six signs to be installed in Clallam County Parks. Copies were reviewed and suggestions made for changes to the text written to date. Michelle will take this back to Bruce and invite him to present more draft materials at the October meeting.

### **Whale Trail Sign Dedications ...**

Dedication took place at the Salt Creek site with about 75-80 people present. Despite the rain, people stayed through the entire program including speakers and Elwha prayer/dance/drumming. Several groups had informational booths with literature and displays available. Signs are also in place at Freshwater Bay, Sekiui overlook, and Shipwreck Point.

### **Naming Baby Orca L112 ...**

Only one name from the schools and communities on SR112 was accepted for the ballot ... ReJoyce. The name chosen, however, was Sooke (where this baby orca was first spotted).

**Festival of Trees ...**

Joe Murray and M&R have agreed to provide a tour and lunch for a premium package to go with a tree. Grieg Arnold and Makah Tribe have not yet responded.

**Byway Logo Patches ...**

Alex showed a sample of a digitized, screen printed patch (as opposed to embroidery). Sande and/or Alex will explore the tax requirements for permitting and reporting sales. This might be a good product to include as a part of a retail line to be sold in stores, visitor centers and/or the web site. With more products, the cost and time involved would be more wisely spent.

**Elwha Tribal involvement in Rayonier property development ...**

It was suggested that we let this situation evolve a bit before we move forward. It is yet to be worked out whether the Klallam or Jamestown tribe will take the lead and who/how the cleanup will be done. Things to think about ... Is this considered to be political? Can we be involved? If so, what will we get out of it? Would our (and others) support help the process move forward?

**Milepost news article suggestions ...**

Christmas décor ... rosehips, snowberries, noble fir  
Vine Maples in full color

Other Business/announcements:

The next meeting is October 25<sup>th</sup>, 2010 at the Family Kitchen in Joyce.

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

Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, October 25<sup>th</sup> , 2010**  
**Joyce Family Kitchen**

**Work Session ... Scheduled 4:00-5:30pm ... Defining Scope of Web Site**

**Present:** Alex Stevens, Diane Schostak, Sande Balch, Michelle Little, Margaret Owens. Priorities for the home page and section topics were discussed. Other options that might be needed later were discussed. Format of discussion was based on: what is essential to the web site, what does the traveler need, and what would be nice to have. Another work session will follow in November. The outline of the scope of the web site will be shared with the two remaining bidders to allow them to adjust their proposals to this more defined scope. Proposals will be presented and discussed and a hire decision made in November.

**Board of Directors Meeting ... Scheduled 5:30-7:00 pm**

**Board Members Present:** Sande Balch, Bill Drath, Margaret Owens, Diane Schostak, Alex Stevens. **Absent:** Greig Arnold, Bobbi Fuller, Joe Murray. Scenic Byway Coordinator: Michelle Little. Also present: Carolyn Flint, Lori Pena, Bruce Giddens, Mark and Angie Mouzakis.

**Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by Vice President Alex Stevens at 5:45p.m. The agenda was accepted. (Diane/Margaret) The minutes of the September 27<sup>th</sup>, 2010 meeting were approved. (Diane/Bill). Treasurer Bill Drath had no report.

**Kiosk Text Update ... Bruce Giddens ...**

Bruce reported that corrections and changes suggested at the September meeting had been made to the draft for the Freshwater Bay panel on communities established and now changed or gone. It was suggested that the word "Extinct" not be used in referring to the communities, rather use the term "Bygone". Historical photos have been chosen and there will be a fee for scanning due to the Clallam County Historical Society. The other Freshwater Bay panel on name origins is in the works. Some vintage ads will be included on this panel. These two will be ready soon for the computer layout work done by Lori Pena. A consistent format, font, etc. will be used to look similar to the panels already in place at Salt Creek Recreation Area.

Bruce is working on the panels for Clallam Bay (Mosquito Fleet and Shipwrecks) and has the photos chosen. And Bruce is working with Joe Murray on the Pillar Point panels on forestry and logging. The goal is to have the panels completed and the kiosks constructed and installed before the summer season begins in 2011.

**RFQQ Process and Web Development Decisions ... Michelle Little ...**

August 15 ... RFQQ posted (no budgeted amount included by decision of the board)  
Questions from John Gussman were posted

September 8 ... Committee met to discuss process and schedule

September 15 ... 3 bids received by deadline ... John Gussman, Randall Tomaras,  
Cameron Little

September 21 ... Committee met and made decision to recommend to Board to have all proposals presented in person with general and specific questions to each

## Juan de Fuca Scenic Byway Board Meeting Minutes ... 10/25/10 ... Page 2

No contact was made with any of the bidders at this point.

September 25 ... Board of directors meeting ... agreed to have all bidders present

It was questioned about an additional proposal that was supposedly sent in ... later found that a proposal from Margaret Staples was indeed submitted by the deadline and would be included in the presentations with the other three.

Bidders were contacted to set up a presentation schedule.

October 5 and 11<sup>th</sup> ... Bid presentations were heard (delay for last presentation due to committee schedule conflicts rather than that of the bidder).

October 12<sup>th</sup> ... based on information received at the presentations, two bidders were notified that they would not be considered further (Randall Tomaras and Cameron Little) ... two bidders were notified that they were being considered and would be notified of a second presentation schedule after the committee worked to better define the web site project scope (John Gussman and Margaret Staples)

October 25<sup>th</sup> ... work session (committee and all board members invited to participate) to define scope of web site project more clearly.

This information will be sent to the bidders to see how this scope fits with the proposal they submitted (too few/too many pages, extras, etc) and give them a chance to rework their proposal for a second presentation.

In response to how proposals were evaluated, Diane commented that the bidder, of course, must be at a skill level that enables them to do what we need done. The next most important thing is a chemistry that would facilitate a good working relationship. They must also be committed to the project and be dependable and accountable.

Who/how to make a hire decision and the rest of the process was discussed. A concern was voiced about a smaller group making the decision on this when the full board has, in the past, worked together to make decisions of importance.

**MOTION: Approved** ... Schedule a second work session to complete the scope draft with the full board encouraged to participate on November 1<sup>st</sup> at Family Kitchen at 1:30 p.m. This information would then be sent to the bidders. Presentations will be made November 11/12<sup>th</sup> (date will be set to fit bidders' schedules) with the full board requested to participate in the process. A decision will be made, if possible, on that date as to who to hire. The decision will be announced/ read into the minutes at the November 22<sup>nd</sup> meeting (time/place to be decided later) and the new web site developer will be introduced and perhaps begin a work plan with the board. (Sande/Bill)

### **Association Official Physical Address Changes ... Sande**

The physical address has been changed with the IRS, Grants.gov, Dunn and Bradstreet. The change will be reported to Washington Department of Revenue when the annual registration is completed in October/November. This report form is now online with only a reminder postcard mailed to the non-profit organization.

### **Retail Sales Information from Department of Revenue ... Sande**

Sales, beyond minor fundraisers, must charge sales tax and be reported on a DOR Reseller Permit and would require a Master Business License. We can fill out a Tax Inquiry Statement to present our situation and receive a response as to the proper procedure and requirements that would apply.

**Registration and Filing Information ... Sande**

Sande provided a written report concerning registrations and filings required by Washington State (non-profit status), IRS (501c3 charitable/tax exempt status), and Grants.gov (for federal grants). It is important that more people in the organization have knowledge of and information concerning these requirements and the process to report.

**Membership Renewals and Membership Drive ... Sande**

Ten renewals of 67 memberships have been received to date. An email reminder will be sent later this week to encourage people to renew. For those that do not respond, calls will be made first and then a mailed copy sent later if necessary.

Responsibilities concerning renewals and new member drive ..

Membership records ... Secretary (Sande)

Membership renewal notices ... Secretary (Sande)

New member contacts ... Scenic Byway Coordinator (Michelle)

Suggestions for contacts ... Board and other association members

Deposit member renewal/application funds ... Treasurer (Bill)

Keep financial records for renewals and deposits ... Treasurer (Bill)

Communicate info from renewals concerning board/officer nominations ... Secry. (Sande)

Contact/act on nominations for board/officers for elections ... Vice President (Alex)

**Festival of Trees ... Sande**

Tree premium for 2010 Festival of Trees will be:

Merrill and Ring/Joe at Pysht Tree Farm ... tour and lunch

Makah Nation/ Greig ... tour and one night stay at Hobuck Beach Resort

**November Milepost Suggestions ... Michelle**

Suggestions included ... beach safety awareness during storm season, holiday events (Joyce to the World, Clallam Bay-Sekiu Light the Town etc)

Other Business/announcements:

Michelle gave board members copies of the grant financial status as of September 30<sup>th</sup> showing \$11,507.84 of the grant funds spent to date and \$58,402.16 remaining in the grant funds for projects not completed.

The next meeting is November 22nd, 2010 (time and place to be determined dependent on needs of the situation with the web site hire/development process).

The meeting was adjourned at 7:20 p.m.

Minutes submitted by Sande Balch, Secry.

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

**Monday, December 6<sup>th</sup> , 2010** (delayed a week due to meeting conflict)  
**Joyce Depot Museum**

### **Board of Directors Meeting ... Scheduled 5:30-7:00 pm**

**Board Members Present:** Joe Murray, Margaret Owens, Greig Arnold. **Absent:** Sande Balch, Diane Schostak, Alex Stevens. Bobbi Fuller, Bill Drath. **Scenic Byway Coordinator:** Michelle Little. **Also present:** Carolyn Flint, Mike Doherty.

### **Agenda ... Minutes ... Treasurer's Report ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:30p.m. Attendance indicated that a quorum was not present. Approval of the agenda, minutes and treasurers report was delayed until the next meeting.

### **Community Updates ... Mike Doherty ...**

Elwha Overlook. Clallam County now holds the title to the property. The County Roads Dept will maintain the property and work with the Elwha Dam Removal contractor who will be staged in that area during the project. Discussion with the contractor has included installing a temporary visitor parking area and a trail for visitors to observe the project. Mike Doherty would also like to see a booklet, similar to the Elwha Bridge booklet, created for this project. The byway association may consider a partnership with the booklet as more details are presented. A question was asked when will construction begin at the overlook site and Mike said the current schedule shows heavy equipment to move in early next Fall. Long term, the overlook could become a gateway to the byway. Mike Doherty also talked about another possible byway project: publishing a series of Scenic Byway history pamphlets. A possible funding partner could be the

### **RFQQ Process and Brochure Re-design Project ... Michelle Little ...**

Three bids for the brochure re-design project were presented to the group: Laurel Black Design, Margaret Staples and Olympic Printers. Joe Murray removed himself from the discussion because he is married to Laurel Black.

The others discussed each bid and agreed that the bid from Laurel Black was the most complete and included printing for a similar size and quality brochure to the existing one. Laurel has also been hired by John Gussman to assist with design of the website. If Laurel is hired for the brochure, there will more likely be consistency with the two projects. It was agreed by the small group present for Michelle to present, in an email, a recommendation to the entire board to approve the bid from Laurel Black.

### **Clallam County Park Kiosk Project ... Michelle Little ...**

Bruce Giddens and Lori Pena are still at work on the Kiosk project. Drafts will be presented to the board as available.

**Website Project ... Michelle Little ...**

John Gussman and Michelle have had preliminary meetings to discuss the start of the website project. A contract with John Gussman has been signed and includes the scope of work and schedule. A brief discussion was held regarding important functions to be included in the website i.e map, directions, places to go, the seasons/highlights. Michelle will communicate ideas from the board to John Gussman

The remaining items on the Agenda were not discussed as no quorum was available for votes regarding membership and board nominations. Michelle will notify Alex to add Carolyn Flint to the list of board nominations.

Time allowed for some discussion about the existing brochure and changes that should be included on the new brochure.

Michelle will call the OMC Foundation office to find out who bid on the tree that includes the tree farm tour and Neah Bay overnight.

A copy of the November Milepost was distributed.

The next meeting is January 24, 2011. This will be the annual meeting to be held at the Family Kitchen in Joyce.

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

Minutes submitted by Michelle Little, Substitute Secry.