

Juan de Fuca Scenic Byway Association Monday, January 24, 2011 at Family Kitchen, Joyce

Board Members Present: Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Diane Schostak, Bobbi Fuller. **Members:** Carolyn Flint, Michelle Little, Jeff McFarland, Gary Velie, Loren Kreutner. **Guests:** Bill Ashley, Ed Brooks, Ruth Hunt.

5:10 p.m. Annual Membership Meeting

President Joe Murray called the annual membership meeting to order at 5:10 p.m. Introductions of board members and attendees opened the meeting. There were no questions about the organization from those in attendance. Alex Stevens, Vice President, announced nominees/volunteers for the Board of Directors. Michelle Little was nominated to a one-year term to run from January 2011 through December 2011 to fill the vacancy created by Bobbi Fuller's resignation. Alex Stevens, Margaret Owens, Bob Pensworth and Carolyn Flint were nominated to new three-year terms on the Board of Directors to run from January 2011 through December 2013. There were no further nominations. The nominees were unanimously elected to the positions. Alex/Bill. This will create a Juan de Fuca Scenic Byway Association board of ten members with six needed for a quorum. The annual meeting was adjourned at 5:20 p.m. Alex/Margaret

5:15 p.m. Board of Directors Meeting

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

Board Members Present: Greig Arnold, Sande Balch, Bill Drath, Joe Murray, Margaret Owens, Alex Stevens, Bob Pensworth, Carolyn Flint, Michelle Little. **Absent:** Diane Schostak. **Members:** Mike Doherty, Loren Kreutner, Jeff McFarland, Gary Velie, **Guests:** Bill Ashley, Ed Brooks, Ruth Hunt.

The Board of Directors meeting was called to order by President Joe Murray at 5:20 p.m. The agenda was approved. The minutes of the October 25 and December 6, 2010 meetings were approved. Alex/Bill

Treasurer Bill Drath presented a written report showing a balance of \$9,892.20 in the checking account and \$1,041.97 in the CD. In addition a check for \$1050.00 for the Festival of Trees premiums has been deposited this month. The buyer for the tree and the M&R and Makah tours was Sylvia Berquist. Bill also noted that the non-profit registration was filed and the \$10 fee was paid in November.

New Member Approval ...

Applications for membership from George Eastman (individual associate), Ruth Hunt/Avon representative (community business) and Crescent Community Advisory Council/Bill Ashley chairman (community business) were accepted. Alex/Bill. Sande will send out a letter welcoming these businesses to the organization and Michelle will include the new members in the newsletter.

Sande and Michelle continue to contact people for membership renewals.

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. There were no additional nominations from the floor. All nominees were unanimously elected to the positions. Alex/Bill.

Web Development ...

Michelle reported that John Gussman has been contracted to develop the web site with design assistance from Laurel Black. The basic web site is due to be online by sometime in March with additional text added as we have it ready. Comments were invited on the first draft of the web home page and will be further discussed in the subcommittee and with the developer.

Brochure Development ...

Michelle announced that Laurel Black had been selected via e-vote as the contractor to redesign the brochure. The map used in the past has been "gifted" to us from WSDOT with permission to make changes as needed as long as their name does not appear on the map. The subcommittee is working on text and photos for the brochure. The links on the back page will be checked for accuracy as well. The schedule is to have a "final" draft ready for review and approval at the February meeting with printing to be done early March.

It was requested that the draft of the brochure be sent out via email to the board prior to the meeting to allow more time to review and because the February meeting will be a very busy one.

Clallam County Park Kiosks ...

Bruce Giddens and Lori Pena have been working on the panels. Four of the six panels should be ready for review at the February meeting. Bruce will need to meet with Joe Murray in order to work out the last two panels.

Meeting Dates/Locations ...

Upcoming meetings were set for the following dates/locations: Feb. 28 at Pysht, March 28 at Joyce, April 25 at Pysht, May 23 at Neah Bay and June 27 at Sekiu.

National Scenic Byway Conference ... August 21-24th

Sande requested that the board approve sending two people to the National Scenic Byway Conference in Minneapolis this year. The grant budget allowed attendance of one at two separate conferences and for attendance at state workshops, but the timing of the release of funds didn't fit the conference schedule and, in the budget reductions, WSDOT has not set up workshops in 2010 and 2011. Sande also suggested that she could introduce Michelle to a lot of people from the national program as well as other byways if two people could go. It was approved to send Sande and Michelle to the conference. Sande/Bill

It was also approved to run advance expenses for the conference through the association and request reimbursement through the grant funds after the conference is completed. Alex/Carolyn

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Newsletter Articles ...

Suggestions for a newsletter to come out by the end of February (or March if it proves to be better timing for the news items) ...

New board members

Officers elected

New members ... George Eastman, Ruth Hunt, Crescent Community Adv. Council

Web/brochure progress

Halibut Derby in Sekiu

Clallam Bay VIC open in May

M&R 125th anniversary

Depot museum hours 4 days a week starting Memorial Day

Joyce General Store 100th anniversary

Reader Board in Clallam Bay

Fly-in Sekiu Memorial Day

Check on the Accoustic Jam to see if it is still happening

New Businesses?? Espresso and pizza in Sekiu (Dale Finch)

CCR Registration ... Sande validated our grant registration in January.

IRS ... 990 filing ... No notice has been received to date. It is due by May 15th.

Announcements and Updates ...

Mike Doherty mentioned some project ideas and progress on others:

Elwha Dam ... suggested project and trail interpretive panels could be developed for the dam removal viewing areas and then moved to the gateway overlook area when the dam removal is complete ... it would be good to have one of the viewing sites with an ADA trail access ... perhaps the contractor will install a vault toilet and/or resurface the roadway when they leave ... web cams may be used to show the dam removal process over the internet ... celebration September 14th and the byway should consider being involved.

Elwha Overlook ... Clallam County now owns the circular parking area as well as the road to the dam.

Historical Booklets ... look for partners to produce historical booklets like the Elwha Bridge booklet done recently ... for Elwha Dam, Spruce Railroad, Lighthouses, etc ... funds from lodging tax from OPVB and Port Angeles might be available.

Cowan Ranch State Park ... there is great interest in preserving the buildings ... perhaps making this a working farm again.

Walking Trail ... Clallam Bay to Spring Tavern ... the county part of providing rock has been completed. Beach access from the Spring Tavern area may be accommodated if land swaps can happen. This was a high priority project with the CAT team in Clallam Bay-Sekiu.

Wildlife Viewing Platform ... this has not been funded yet, but still working on it.

Broadband ... making progress for this to happen on SR112 in 2011/2012.

The meeting was adjourned at 6:36 p.m. Alex/Carolyn

Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association
Monday, February 28, 2011 at Pysht Tree Farm Lodge**

**5:15 p.m. Board of Directors Meeting
Agenda ... Minutes ... Treasurer's Report ...**

Board Members Present: Greig Arnold, Sande Balch, Carolyn Flint, Michelle Little, Joe Murray, Bob Pensworth, Diane Schostak. **Absent:** Bill Drath, Margaret Owens, Alex Stevens.

The Board of Directors meeting was called to order by President Joe Murray at 5:05 p.m. The agenda was approved with the addition of a request for letter of support for the National Scenic Byway Program. The minutes of the January 24, 2011 meeting were approved. Carolyn/Greig

Treasurer Bill Drath was not present.

New Member Approval/Membership Drive/Membership Renewals...

Sande reported that there were no new membership applications since the January meeting. All members have renewed with only payment to be received ... Salt Creek RV (Sande to follow up later when Dave Erickson is in better health.)

Sande provided a detailed list of membership level changes and the current membership by community and by levels. Total membership to date is 68. Two members upgraded substantially ... Linda's Wood-fired Kitchen/Apocolypto Motel upgraded from associate to sponsor at \$100 and Makah Tribe upgraded from associate to platinum at \$500. We lost two memberships ... Kingfisher Enterprises retired and The Cape Motel/RV became part of Makah Enterprises.

Milepost Business Directory ...

The Milepost Business Directory is ready to go to Laurel Black for text changes and then to the printer. The estimated costs will be \$100-200 for graphics work and \$575 for printing ... compared to 2010 costs of \$185 for graphics and \$535 for printing. The directory will be the same size and format as last year and will be printed in green (rotate between green and blue each year to be able to tell which is old and new). These costs were accepted and Sande was authorized to submit bills for payment when due. (Diane/Carolyn).

Elwha Conversations Forum/Elwha Dam historic items ... this discussion tabled as Margaret was not present.

Clallam Bay Schools Reader Board ... Sande reported this information from Bill Drath. The reader board at Clallam Bay School was installed at a cost of about \$23,000. The fundraising was \$2000 short and the shortfall was temporarily made up by a private party loan. Bill asked if the Juan de Fuca Scenic Byway Association would consider contributing to this project with the possibility of announcing association events on the reader board.

The discussion included the caution that this would be setting a precedent for funding projects within the community and we should set some policy about when that would be

appropriate and when it would not. Although there is a large balance in the bank account presently, the association will have more costs that cannot be paid by the grants once the web site is in place and there is no assurance of grants in the future to pay postage and office expenses. The consensus was that we could consider projects that were formally requested, that fit within our mission and project plan, that were within our means, and that had some value to the association.

There are 26 members of this organization in Clallam Bay-Sekiu. The sign would allow the association to communicate directly with the Clallam Bay-Sekiu community as well as travelers. Announcements on the board would raise awareness of the scenic byway and the association activities ... specific dates for annual meeting, Great Strait Sale, Festival of Trees, member drives, community festivals, etc. and just general "enjoy the drive on the scenic byway", "come back to visit the scenic byway again", "follow the Whale Trail" type of messages throughout the year, especially during the summer. This would be inexpensive ad space for promotion. The CAT worked on funding, but the school runs the messages. No formal request had been received from the Community Action Team (CAT) to assist with this project as yet.

It was agreed that Sande will correspond with George Eastman of CAT to notify him that there would be \$250 available for the reader board project pending approval of a formal request from CAT including an understanding of reciprocity. When the request is received and if it includes acceptable assurance of benefits, it will be emailed to the board for approval and payment. If there are questions or concerns about the request statement, payment will be delayed and further discussion will take place at the March meeting. Carolyn/Greig amended to have board look at it again and approve before payment/Diane.

Web Development ... Michelle reported that work will continue on the development of the web site data base, send a postcard, and photo gallery. The web site home page look has been revised. The board requested that there be an area "welcome/overview" that covers some topics in general, common themes, rather than have a separate page for them ... forest, mountains, beach/tide pools, flowers, waterfalls etc. These subjects would also be included, where appropriate, on other pages ... like waterfalls included in hikes, etc. It was also suggested that the database be a sortable excel file so that people could extract necessary information from the file ... mailing addresses, phone numbers, etc. Joe and Greig also mentioned that a road, now SR112, was completed in 1929 from Port Angeles to Clallam Bay and then in 1931 to Neah Bay. Geology could be included with history.

It was approved that Michelle should be reimbursed \$95.40 for her expenditure for the initial web site hosting. (Sande/Carolyn). Michelle will contact Crystal Tech to see what the options for annual payment are and then work with Bill Drath and First Federal to set up some way to make payments each year directly from association funds ... billing, debit card, auto withdrawal with notification.

Some text assignments were made ... Greig (Makah and Neah Bay information), Sande (database information, association history, business directory, member and meeting info, photo gallery), Joe (forestry, geology, plants), Carolyn (wildlife), Diane (waterfalls, tide pools, birds). Do we need "what to do in case of a tsunami" information?

The three buttons on the right side of the home page maybe could be Area Overview, Postcard, Interactive Map.

Brochure Development ... A brochure draft was presented to the board by Michelle. She commented that the photo credits are yet to be included. Several specific corrections were suggested as well as some general format suggestions ...include a locator map, change the type size on JUAN on front cover and perhaps put in upper/lower Juan de Fuca, and change the title of "Driving Tips" section to something that better suits the "What's so Special" (That Winding Road for example).

The goal is to finalize the text/format and print by the end of March.

Any corrections, comments should be submitted to Michelle no later than Thursday, March 3rd. Final revisions will be made and a file will be emailed to the board with 24 hours to make any additional comments before printing. Any last decisions for change based on these comments will be made by Michelle in cooperation with Laurel Black. (Sande/Greig)

Brochure Storage ... Diane reported that the OPVB was offered space for brochure storage at the Coho ferry free of charge. Ryan Anderson, Coho, consented to store the scenic byway brochures as well since these brochures are distributed by the OPVB as well. Diane will take Michelle and Sande to the storage area to meet Ryan and to get access information. Michelle should check with Gloria at OPVB for the proper shipping address for delivery of brochures to storage. Diane suggested that all brochures be packed in smaller boxes for easier handling.

Clallam County Park Kiosks ... Michelle distributed copies of three of the interpretive kiosks. Board members should review these drafts (two have been looked at previously, but one is new, "Mosquito Fleet"). Comments should be sent to Michelle this month and a continued discussion will take place at the March meeting with Bruce Giddens in attendance.

National Scenic Byway Foundation (NSBF) Event Sponsors ... The NSBF, a non-profit organization working with the federal program to foster opportunities to grow and sustain byways, is hosting a reception/silent auction at the national conference in August. Sande requested that our association join as a "partner sponsorship" to assist the NSBF with the cost of this event and to promote our byway and the Olympic Peninsula. Each sponsor will be mentioned in event materials and given display space at the event. The OPVB has offered \$500 and state scenic byways at Cape Flattery and US101 as well as local chambers will be invited to participate. Sande will discuss the silent auction at a later meeting.

It was approved to match the OPVB with a contribution of \$500 to NSBF. (Diane, Greig)

Letters of support for National Scenic Byway Program ... The Surface Transportation law reauthorization (including the National Scenic Byway Program) will be debated again. A decision to extend, formally and newly fund, or make major organizational changes and fund the Surface Transportation law will be made at the end of the week.

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Sande read a suggested letter (with Joe's signature) for the association to send to the Washington representatives on the Transportation Committee and Washington congressmen. A suggestion was made to add language specifically about "boosting rural commerce" to the reasons to keep the scenic byway program.

It was agreed to send the letters in support of funding for the National Scenic Byway Program and continuing the program in the same stand-alone form as is currently in use. (Diane/Michelle). The OPVB, County Commissioners, and Byway Leaders (Sande and Michelle) will also send letters. Sande will email letter templates and contacts to anyone interested in writing letters.

IRS ... 990 filing ... Sande will file this IRS form prior to the March meeting.

OPVB marketing efforts ... Sande showed the board a miniature of the Olympic Peninsula poster on display at the airport. One of our SR112 photos is used and credited. Sande commented that she didn't think we realize and appreciate how often and how professionally the OPVB promotes our area. She thought that we should have short marketing reports from Diane at every meeting.

Diane mentioned that there was an additional \$69,000 available for the Olympic Peninsula Tourism Commission partners to promote Olympic Peninsula area with King, Pierce, and Snohomish counties as the primary target markets. There will be a Culinary Tour again this year which includes Linda's Wood-Fired Kitchen in Neah Bay and travel on Hwy 112. They will be handing out FLOSS again in the goody bags ... message is: Fresh, Local, Organic, Seasonal, Sustainable.

Next meeting ... March 28, 2011 5:00-7:00 pm at Joyce Family Kitchen

The meeting was adjourned at 7:15 p.m. Sande/Diane

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association Monday, March 28, 2011 at Joyce Family Kitchen

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

Board Members Present: Sande Balch, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak. **Absent:** Greig Arnold, Bob Pensworth, Alex Stevens. **Also attending:** Bruce Giddens, Lori Pena, Mike Doherty, Angie and Mark Mouzakis.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the February 28, 2011 meeting were approved. Diane/Carolyn

There was no Treasurer's report, but Bill asked when the Duck Derby would happen this year. Sande will call the hospital foundation office and email the information to members.

Business Directory Progress ... Sande

The business directory process is completed and copies of the directory were distributed to the board members. The costs were \$225 for design and layout at Laurel Black Design and \$578.15 for printing at Olympic Printers, for a total of \$803.15 for a quantity of 2,500.

Sande and Michelle will make the rounds of members after the brochures are printed to distribute the print products. It will also be a good opportunity to talk to members about the web site and new options available to members.

We may want to be thinking about whether the print directory is of value after the web site is complete and has been in use for a period of time. The member business listings may be available in printable form from the web site at some point.

Elwha Conversations Forum/Elwha Dam historic items ... Margaret

The Elwha Conversations Forum presented a slide show of the area and vintage photos. There was a presentation concerning use of the river area and how it translated to a great source of food for the people and changes in the mouth of the Elwha over the years.

Margaret toured the Elwha Power Plant and submitted a wish list for times to be saved at the Joyce Depot Museum. Margaret was really "charged up" and claimed the tour was an "electrifying experience".

Clallam Bay Reader Board ... Sande

The CAT in Clallam Bay is discussing our request for reciprocity in reader board announcements. This item will be put on the agenda again when a formal request for funds is received from CAT.

Web Development ... Michelle

Most of the work to date has been back end work. The database has been built, member records inserted and now shown in the business directory. A lot of thought was put into what should be included, how it would be displayed, and future uses of this information. The member records can also be downloaded to an Excel format allowing sorting of the different fields for other uses.

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Michelle reminded everyone that they have assignments for writing text and this needs to be accomplished soon in order to put that text into the different pages of the web site. If anyone is having trouble with their assignment, they should contact Michelle.

There was a question about how to include points of interest for the traveling public that are not members of the association. Several points were made concerning this issue ... the association is a membership organization ... a membership organization must give some benefit to members not given to everyone else in general in order for there to be value in the membership ... the community level membership (no fee) was created to make it easier for businesses to join and be included in the directories (print and web) without having to pay fees ... one of the goals is to represent the amenities and activities as completely as possible in the directories in order to inform the traveling public and interest them in the area ... non-members can be included in the text of the web site in generalities ("There are three gas stations in LaLa Land" ... even though none may be members and therefore not included in the business directory) ... many organizations who have memberships (like chambers) make up "membership" lists, but include other things of interest or necessity in some form for the public information.

Sande outlined the policy set forth in the membership agreements ...

- Only business members within the definition of the "SR112 community" will be listed in the printed directory ... Hwy 112 and roads continuing off the highway, but stop at 101, stop at Laird Road (with the exception of the Elwha Tribe which is included in the "community"), stop at the ONP boundary on Joyce Piedmont Road, stop at 113 and continue at west end to include Neah Bay.
- All business members will be included in the web site business directory.
- Individual members will be included only on membership lists.
- Members at the Sponsor and Platinum levels are allowed web links on the web site.
- Members are allowed discounts on the web site if/when it is available ... Community level no discount, associate level 10% discount, Sponsor level 25% discount, and Platinum level 35% discount. Platinum level is also allowed a free business card size ad in the business directory.

Sande explained that the printed directory allows a different display for each level of membership ... two lines for Community, three lines including business description for Associate, three lines with box/shading for Sponsor, and four lines with box/shading for Platinum. This division of membership levels doesn't display so clearly on the web site as there is a template to fill in with info that is the same for each membership level. However, Sande attempted to give more space for the business description dependent on the membership level ... with more information for the Sponsor and Platinum levels than for the Community and Associate levels. The public doesn't care what level each business is at ... they are just interested in finding out what the business offers and we don't want to fail in giving that information.

There are some decisions that will need to be made now that the web site is more developed:

- Perhaps there should be a comment somewhere on the business directory pages that reinforces that this is a membership organization and this is not a complete listing of all businesses in the SR112 community.

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- How to handle photo inserts for the businesses on the directory pages ... supplied by the business/approved by the association? ... no photo for Community level, for a small fee for Associate, free for Sponsor and Platinum?
- There is a discount on advertisements allowed in the membership agreement. There is a spot for an ad on each different business directory page. Where will ads be allowed? How many do we want ... just business pages or other places?
- Will non-member businesses be allowed to advertise? Will non-member businesses outside the defined SR112 community be allowed to advertise?
- What will replace the “promised” free business card ad on the business directory for the Platinum level if we do not expand and continue the printed directory?
- Web pages for business members without their own web sites could be offered. Perhaps a template(s) could be developed and the text/photos inserted by the association or the page could be developed by John Gussman (either for an initial fee). For what fee? Cost for updates? The address would probably be an extension of the byway web site ...i.e. www.highway112.org/lalaland. The business could then advertise this web page. There could be a link back to the www.highway112.org main site. This would be good for the businesses who cannot afford their own site and good for the byway web site to bring more people to the wwwhighway112.org site.

As the web site is developed, the options available and changes that are needed will be more apparent. Sande will work with Michelle to develop a matrix of membership options and benefits so that new/expanded policy can be set prior to breaking for the summer. That will give Michelle the opportunity to “sell” these ideas to the business community in trying to get new members and upgrading those already in place.

Brochure Development ... Michelle

Michelle has signed off on the brochure. This now allows Laurel Black Design to go forward with getting it ready for print. The option of printing more than the contracted quantity of 25,000 was presented. There is \$500-750 available in the budget as the kiosk project and the conferences may not use the full amount of funding anticipated.

The cost for printing 25,000 is \$3940. Michelle could add money to that and ask Laurel to work with the printer to see how much the print quantity could be increased.

There was some concern that we not print so many that the brochure would be outdated. The “look” of the new brochure may make them more popular.

The OPVB does a spring mailing to 217 VIC/concierges. This will result in added requests for brochures. We need to be sure we can cover the postage costs (not spend all our money on printing brochures) if we decide to participate.

There may come a time yet when something in the tech world will replace the printed brochures. The web site isn't quite there, but the new “apps” may indeed replace print at some point.

A motion was passed to use \$750 to increase the print quantity of the brochure. (Diane/Carolyn).

Reschedule April Meeting ..

The April meeting will be rescheduled for April 18th at Pysht, 5-7 p.m.

Mike Doherty, Clallam County Commissioner ...

Commissioner Doherty talked about an article in the Peninsula Business Journal concerning the Washington State funding that will extend programs to only June 30th and the impact of the catastrophic events in Japan. There is a movement in Seattle to allow hotels to initiate self-assessed fees. The Washington Tourism Alliance may take over Washington State tourism and the web site ExperienceWa.

Plans for the Elwha Dam deconstruction contractors to use the Elwha overlook area are in progress. The contractors could use the area for staging and offices and may leave behind vault toilets and pavement.

Interpretive panels could be set up at the viewing area(s) and later moved to a permanent location at the overlook. The tribes, byway, and others should be thinking about what kind of interpretation could be developed.

Mike would like to see an interpretive booklet similar to the dedication booklet for the Elwha Bridge. The Elwha Dam booklet could cover some history, hydropower, the impact of deconstruction on fish, the Elwha people, watershed, and some local family histories. Rich James would be willing to help write the booklet. Sande will check on the development and printing costs for the previous booklet. Perhaps the OPVB and PA Chamber enhancement grants could be tapped to fund the project.

CenturyTel is working to expand broadband in the west end. This action would encourage more businesses along SR112 with access to high speed broadband. Currently, \$80 million in funding is available to expand broadband to rural areas. It is important to act before these funds are gone. Is the association in favor of this? If so, we should speak up.

Clallam County Park Kiosks ... Bruce/Michelle

The proofreading, fine-tuning is being done on the first three panels ... Name Origins, Extinct Communities (word extinct will remain, Bygone did not work), Mosquito Fleet. Two additional panels are in the draft stages ... Shipwrecks (anchor from Ellen Foster at Depot?) and Forestry terms/jobs (include "skid" and "haywire"). One is left to draft ... life in a logging camp (using Harry Hall narrative of life in a logging camp, old photos from library and Pysht, and consultation with Joe, perhaps include the story of how baseball impacted the camps). When done the panels will be placed as follows:

Clallam Bay Spit Park ... Shipwrecks and Mosquito Fleet

Attached to east wall of restrooms ... facing trail entry

Pillar Point Park ... Forestry Logging Camp and Forestry Terms and Jobs

Attached to walls of concessions building ... facing launch/parking area

Freshwater Bay Park ... Name origins and Extinct Communities

Kiosk to be built by volunteers ... panels each side.

Renewal of "Adopt an Orca" with Whale Museum

The Orca Adoption will not be continued by the association. Some individuals may continue their adoptions (Sande has adopted L112/Sooke). Rather we would like to find a bigger/better way to co-op with the Whale Museum for school education, etc. It was suggested that we have a constant section in the Milepost newsletter for updates on Orca sightings and information. We will also continue our partnership and communication with Donna Sandstrom and the Whale Trail.

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Margaret talked to Donna Sandstrom recently. Donna encourages everyone along The Whale Trail to submit photos of sightings and to contribute information and photos to Orca Net. Information for text, photos, area activities will be needed soon to complete the web pages for Sekiu and Shipwreck Point (suggested Linda Palumbo in Sekiu, Ali Baker/Brian Harmon and Pat Ness for Chito Beach area, Ava Arsaga/Jason and Shayne Vinegre/Justin Adams at Bullman Beach as sources).

Donna is very excited and proud to escort the Russell family to Salt Creek on April 18th (same day as our next meeting) to see the Whale Trail marker in place. The Russell Family Foundation (TRFF) funded The Whale Trail grant to establish whale trail markers and develop web pages (the funding was used initially for the part of The Whale Trail on SR112, at Cape Flattery and at LaPush).

TRFF Vision: A sustainable and peaceful world for people, places and communities.

TRFF Mission: Investing resources and relationships in grassroots leaders, environmental sustainability and global peace.

TRFF Programs: The foundation makes charitable grants and/or provides community support in three geographical areas and in three thematic interests. *Locally*, we support grassroots leadership and a selected number of nonprofit organizations in Tacoma and Pierce County. *Regionally*, we make grants in Western Washington related to Environmental Sustainability. *Globally*, we fund a select group of nonprofits working on issues of peace and security. These three programs are: **Jane's Fund** - honoring the memory of Jane T. Russell, foundation co-founder, focused locally on grassroots leadership in Tacoma and Pierce County as well as a select group of community causes with which she was involved for many years; **Environmental Sustainability** - focused regionally on Puget Sound, polluted runoff, green infrastructure and environmental education; and **George F. Russell, Jr. Fund** - working globally on peace and security issues, with a particular interest in the countries of Eastern Europe, the former Soviet Union and Asia Pacific.

NSBF Silent Auction/Sponsors ... Sande

Sande reported that the National Scenic Byway conference is a "for sure" event as the Americas' Byways Resource Center has been fully funded through the end of the year. Therefore, the National Scenic Byway Foundation will continue to develop the reception and silent auction event. Our area stepped up with \$500 from the association and \$500 from OPVB. There are letters of request are also out to Cape Flattery Scenic Byway/Makah Tribe, Clallam Bay Sekiu Chamber, NW Tribal Tourism/Pacific Coast Highway 101, and Parametrix (consulting firm for many of our byway projects). Sande will work on the silent auction contributions to represent our byway and report back at a later meeting.

990E filing with IRS ... Sande

The filing for 2010 was completed and accepted on March 7, 2011.

OPVB marketing efforts ... Diane

The OPVB will again do a co-op spring mailing of brochures to 217 VIC/concierge. Each partner can include a brochure and will pay up to \$50 for a share of the postage costs to participate in the mailing. It was agreed to participate in this project and up to \$50 for the shipping costs. (Michelle/Carolyn)

The Olympic Peninsula Tourism Commission (OPTC) will co-op \$70,000 for OP marketing to include ... Seattle Dining for the OP Culinary Loop, Victoria and Vancouver Island outreach, continuation of the print/tv/radio/writers and trade shows.

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Victoria Express has sold the Victoria run to the Coho and will not focus on a new endeavor called Expeditions NW. They will do an April 16 tour for the Tulip Festival.

Twilight has probably peaked, but interest will not drop off for some time perhaps even years as there are still two movies to come out. (It was suggested that we start a rumor that Bella and Edward traveled on Hwy 112 on their way to Port Angeles and another rumor that Sasquatch was sighted at Majestic ☺).

Diane will attend the Washington State Tourism Summit later this week. It is anticipated that about 440 people from across the state will attend. A group is forming the Washington Tourism Alliance and seeking to acquire the web site and fulfillment assets from Washington State Tourism (which is expected to be cut from the budget). The Alliance may build a membership organization.

Other business or announcements ...

Margaret and Carolyn will attend a "Community Awareness" session at Peninsula College. They suggested that information from this session could be included in the newsletter.

Michelle reminded the board that she has good stock of the Milepost Business Directory and the Washington State Scenic Byway maps. Please contact her if you can use any of these print materials.

Next meeting ... April 18, 2011 5:00-7:00 pm at Pysht Tree Farm Lodge

The meeting was adjourned at 7:00 p.m.

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association Monday, April 18, 2011 at Pysht Tree Farm Lodge

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

Board Members Present: Sande Balch, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owen, Alex Stevens. **Absent:** Greig Arnold, Bob Pensworth, Diane Schostak.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the March 28, 2011 meeting were approved. Alex/Carolyn

The quarterly Treasurer's report showing a balance of \$10,232.80 in checking and \$1,043.65 in a CD as of March 31, 2011 was presented by Bill Drath and accepted. Alex/Margaret.

Web Development ... Michelle

Michelle reported that, although the web site development is taking longer than expected, things are moving along. The database (including the business directory), postcard, about the byway association, and things to do sections are evolving. Text assignments should be turned in as soon as possible. The target is to have the majority of the content up by June 1st and then change and add as we go. The Content Management System for the web site still needs to be addressed to be sure we have the ability to continue to work on the text and photos and can make the changes and updates.

The initial postings should be accurate and edited so that the site makes a good impression and makes people want to come back to see what is new. A temporary "hold" page is at www.highway112.org. After text is in place and we have checked for errors, we may want to employ an editor service to give the site good flow and consistency in presentation. Carolyn volunteered to assist Michelle with the editing process.

If the project looks to be going beyond the original budget, Michelle was asked to identify and prioritize the needs, review the budget and bring to the board meeting so some latitude can be given to her in spending funds without having to wait for another board meeting for approval.

Membership Level Matrix ... Sande

A chart showing the eligibility/process, dues, and benefits for each membership level was presented by Sande. There were some adjustments and clarifications that needed to be made to the adopted April 2006 membership plan. The following such changes to the membership plan were approved:

- Clarify that "Community Memberships" will not receive any discounts for advertising.
- Add that "Community Memberships" will also receive a membership decal.
- Change the decal for "Platinum Partners" from "partnership" to "membership".
- Clarify that "Platinum Partners" will receive a free business directory ad only when/if space in the business directory allows for ads.
- Change that the "Platinum Partner" will receive a listing in the newsletter annually.

Juan de Fuca Scenic Byway Board Meeting Minutes ... 4.18.11 ... Page 2

“Platinum Partners” will be listed as a partner in membership funded projects (including a logo if that is appropriate).

- Add that “Community Memberships” and “Associate Memberships” will have a web link on the byway website.
- Add description of type of business listing at each membership level for the printed Milepost Business Directory.
- Add that member businesses, no matter what level of membership, will be listed on the website under all business categories that apply to the business.
- Add that “Individual” members will be included only in the association membership listings ... no listings under the business directory.

Further discussion will take place on the following membership benefits:

- Photo/logo for business listings ... what levels are eligible ... at what fee, if any ... approval process for photo/logo.
- Web pages highway112.org/xxxxxx ... what levels are eligible ... fee to initiate, fees for updates ... annual fee, if any.
(Sande/Michelle will get more information from John Gussman on cost to develop templates for web pages, our ability to set up and/or his fee to do so.)
- There is a spot on each of the different business categories for an ad. Do we want more than one ad if there is interest? Should they be like a slide show? Should the ads refresh with a different ad each time a visitor is on the page?
??Cost to develop, set up, managed in-house or by web master, annual fee or other? (Sande/Michelle to get more info from John as far as cost and capabilities.)
- How much advertising do we want on the web site?
- Should non-members within the SR112 community be allowed to advertise?
- Should non-members outside the SR112 community be allowed to advertise
?? Placement of ads, fees, renewable how often, managed in-house or by web master?

Brochure Development ... Michelle

Michelle added \$750 from the grant to the project which increased the print quantity from 25,000 to 30,000. The brochure was printed quickly and has been delivered. The stock will be stored at the Coho warehouse included in a storage agreement with OPVB. Michelle will distribute copies to all the photographers who had photos in the brochure and to the WSDOT partners in Olympia and locally. Michelle and Sande will begin local distribution of the brochure and business directory next week.

Clallam County Kiosk Development ... Michelle

Michelle distributed copies of four kiosk panels and asked that board members review and make comments to the paper copies directly or email comments by April 30th. Final drafts will be reviewed and submitted for approval at the May meeting.

Clallam County has requested funds for kiosk materials for the Freshwater Bay site and the photos needed for the Forestry Jobs/Terms panel. The kiosk will be built as soon as it can be worked in the park volunteer schedule. The last panel, Logging Camps, is yet to be developed.

Duck Derby ... Sande

The duck derby supplies were distributed, but tickets will not be available until later in the week. Kick-off for the event is Friday, April 22 with the derby race being held on Sunday, May 22nd. The sellers from our group this year are Alex, Carolyn, Bob, Sande, Joe, Bill and Michelle. Sande will be at the Joyce General Store from 9-3pm on 4/22, 4/30/ and 5/7. If anyone wants part of that shift, contact Sande. If you want to sell on different/additional days contact the store/shop for permission.

Clallam Bay School Reader Board ... Sande/Bill

The CAT committee has referred our proposal to the school to verify our request for time on the reader board. No response has been received to date.

Washington State Scenic Byway Guide ... Michelle

This guide should be near completion. An enormous amount of time and assistance from the individual byways has been given to the contractor in developing this guide with funding from a scenic byway grant. It is scheduled to be completed and ready for distribution sometime in May. Michelle commented that we will have to think about storage of this publication and be sure to get enough without having more than we can actually use in a reasonable time.

National Scenic Byway and Washington State Tourism Update ... Sande

The National Scenic Byway Program is funded to September 30th at the 2009 level. The Resource Center is funded to December 31st. The NSB Conference has been confirmed for August 2011.

The Washington State Tourism Office to due to close June 30th. An alliance of tourism organizations is working to take over the tourism promotion and hopes to acquire the assets such as web URL. The group will most likely be a membership organization.

Next meeting ... May 23, 2011 5:00-7:00 pm at Neah Bay Marina conference room.

Greig is checking on the possibility of getting a tour of the new gym on Bayview built last year in time to be used for the Paddle Journey. If a tour is possible, the board members will receive information via email as to the time of the tour. It is important to confirm whether or not you will be attending this meeting so that Greig can plan for the food to be served.

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

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association **Monday, May 23rd, 2011 at Neah Bay Marina Conference Room**

5:00 p.m. Interested board members were given a tour of the new Community Gym by Glen Ellis. Greig served a halibut dinner. Thank you, Greig, it was delicious!

6:00 p.m. Board of Directors Meeting **Agenda ... Minutes ... Treasurer's Report ...**

Board Members Present: Greig Arnold, Sande Balch, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owen, Bob Pensworth. **Absent:** Diane Schostak and Alex Stevens.

The Board of Directors meeting was called to order by President Joe Murray at 6:00 p.m. The agenda was approved with the addition of a new member report. The minutes of the April 18th, 2011 meeting were approved. Greig/Carolyn No treasurer's report was due.

New Member Approval ... Sande

Sande and Michelle had the opportunity to talk to Kimm Brown of the Take Home Fish Co. He agreed to join the association as a community member. Approved (Michelle/Margaret)

Web Development ... Michelle

Michelle reported the progress with the web site:

- Navigation bars have been changed
- Content Management System (CMS) on text pages is in progress
- Photos are sorted into categories. Most likely around 10 in each category will be posted to the photo gallery.
- Interactive map is in progress. We want a printable/printer friendly map showing the points of interest in good color and good black/white contrast. Check out pdf's on Coulee Corridor scenic byway web site for examples. Laurel quoted \$200-300 for two pages, to scale, good presentation. It was approved to amend the contract to allow this expense. (Greig/Margaret)

Membership Level Matrix ... Sande

John Gussman is willing to create two templates for use in constructing a web page for any members who do not have web pages and would want one connected to the byway web site. The cost for the templates would be about \$200. The web sites would be developed in house by filling text and/or photos into the template.

Ads can be added to the business directory pages (2-3 ads). We can manage the ads in house ... put up/take down/change. We think the ads can be different on each business directory category page.

Sande will lay out all the changes that need to be discussed for the membership plan in relationship to the web site ads, photos, web pages etc. and put on the June meeting agenda for decisions on what will be allowed, offered to whom, and the costs.

Clallam County Kiosk Development ... Michelle

Copies of the working draft of the Forestry Terms panel were reviewed. There were several suggestions of changes, as well as corrections to grammar and consistency in presentation. Joe and Michelle will work out the technical changes and then send the information to the board to review for grammatical/presentation corrections. The panel will then be presented by Joe/Michelle at the June meeting for approval.

National Scenic Byway Grant Application ... Michelle

A call for proposals was announced on May 6th with a grant application due date to WSDOT of May 27th (and WSDOT to NSB June 3rd). Michelle and Sande worked through what project could be prepared in such a short time, who the partners would be, where the match would come from, and whether or not we could realistically meet the deadline. With some discussion with executive board members, the project chosen was the Elwha Interpretive Gateway site. The project would have two phases, but money would be sought for both phases as one grant request. Phase one would develop interpretive kiosk panels and an interpretive booklet to be available during the dam removal process. Phase two would revitalize the gateway area with resurfaced road/parking area, permanent interpretive kiosks, parking area, walking paths, plant identification, and a vault toilet.

The Association would be responsible for \$3000 in-kind time to assist in the text research and development for the panels and booklet. A letter of support/match needs to be included in the grant application.

It was approved to proceed with the grant application process, commit to the \$3000 in-kind match, and provide a letter of support/match. (Carolyn/Bill)

Clallam County Biking Map Reprint ... Michelle

The eastern Clallam County/Jefferson County biking map was reviewed. Highway 112 is included as far as just west of Joyce. This is the best area for bikes on SR112. Other partners are OPVB \$3000, PA Chamber \$1000, Sequim Tourism \$1000, Clallam County Public Works \$1000, Jefferson County \$3415 ... this will print 15,000 copies. The group requested that we think about adding \$500 to the budget to print an additional 2,850 copies. After review of needed updates (including removing Victoria Express as a Victoria ferry run), it was approved to participate in the project if Michelle can get good verification that updates will be made and that copies will be available for distribution on Hwy 112 (Joyce for sure and maybe Clallam Bay-Sekiu, Neah Bay). (Carolyn/Bill)

Great Strait Sale ... Sande

Sande requested that we approve the second Saturday in September as the set date for the Great Strait Sale. This date has worked well for the last two years. This was approved. (Greig/Michelle). Sande will put out a press release with the September 10th date and then begin working on news stories and membership announcements as we get closer to the date.

Duck Derby ... Sande

There should be a financial report at the next meeting.

Washington State Scenic Byway Guide ... Michelle

The guide has not yet been received.

Clallam Bay School Reader Board ... Sande

Sande spoke to Karen Dukes at Clallam Bay School (and she to Kandy Ritter, Superintendent) concerning the types of reader board announcements we would like to see on the reader board. There does not seem to be any problem with our requests. Karen and Kris Hanson will be available to make changes to the reader board messages during the summer break. The \$250 approved previously will be paid to CAT when the request is received. Reader board announcement requests will be sent to the school from only Sande and Michelle to avoid confusion.

Next meeting ... Bill/Sande

Bill reported that he has the Sekiu Community Center reserved and Ali Baker willing to handle food for the meeting on June 27th, but he will not be able to attend the meeting. Discussion followed concerning changing the meeting date to accommodate Bill's schedule. Sande will email choices out to the board and a decision on date/place will be made and then announced by email.

Other Business or announcements:

The Elwha Dam Removal Kick-off Event is the weekend of September 16-18

We need to find out what role/participation for the byway group will be for this event.

Michelle reminded everyone to add up the hours they have spent on the web site development process and turn that information in to Michelle. This time is being used for match to this part of the grant project.

The meeting was adjourned at 7:15 p.m. (Sande/Michelle)

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association Monday, June 27, 2011 at Joyce Family Kitchen

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

Board Members Present: Sande Balch, Michelle Little, Joe Murray, Margaret Owens, Bob Pensworth, Diane Schostak, Alex Stevens. **Absent:** Greig Arnold, Bill Drath, Carolyn Flint.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the May 23, 2011 meeting were approved.
Michelle/Alex

There was no formal treasurer's report. Sande reported that we received \$723 from the Great Olympic Duck Derby this year, considerably more than years past. The request for funds (\$250) was received from the Clallam Bay-Seki Community Action Team for the reader board at the Clallam Bay School. Bill was notified to release the funds.

Membership Matrix Changes ... Sande

Membership benefit proposed changes were discussed and the following edits were adopted (Sande/Alex):

Photo/logo on web site business directory listings:

Community members ... no photo/logo available

Associate members ... photo/logo included for a fee of \$10

Sponsor/Platinum members ... photo/logo included for no fee

Web page development (by use of templates) for businesses with no web site of their own:

Community members ... no web page development available

Associate/Sponsor members ... web page developed for \$25, \$10 annual fee

Platinum members ... no fee for development, no annual fee

Advertising on business directory web page side bars:

Michelle will develop the ads and collect fees. This first year should be paid in full before the ad is posted (possibly allowing quarterly payments (but not monthly payments) in advance later when/if fees are increased to make it easier for businesses to manage payment). The non-member cost for ads should always exceed the cost of a sponsor membership plus ad fees to encourage businesses to join the Association. Introductory fees will be minimal allowing the web site to get established and build traffic stats to show value of advertising. Michelle will check into the possibility of using PayPal as an auto pay for advertising etc. (not for a store as that requires a merchant account).

Introductory cost per year for members will be \$125 per year

(stated discounts for membership levels will apply ... Community full charge,
Associate 10% discount, Sponsor 25% discount, Platinum 35% discount)

Introductory cost per year for non-members will be \$200 per year

Advertising may be useful/allowed on the sidebar of the business directory pages (other sections as well if there is sufficient demand for ad space, interactive maps is a possibility).

Advertising on printed Milepost Business Directory: This was left as it stands currently ... advertising will be a space-available option for members only ... if/when we have space, a fee schedule will be set (discounts will apply) and ads will be solicited.

Web Development ... Michelle

Michelle set up a large screen monitor and walked the board through the “look and feel” of the web site. She discussed the sections still requiring work, sections nearly completed, what is available to the public, and what is for Association use only.

Michelle will request input from individual board members on specific pages and from the board in general by viewing the web site as it develops and making comments (email Michelle) on anything that needs to be corrected/changed/expanded etc. As a section is completed, Michelle will email the board to review before that is posted for public access.

The goal is to have the site up yet this summer and then live with what is there until the fall when the board begins to meet again. At that time changes can be discussed and carried out within the web site budget (or with additional funding from the grant if necessary).

The web site sections on “Home Page”, “Things to Do”, “Business Directory”, “About the Byway”, “Links/Pdf’s”, “Contacts” can be ready to approve soon. Following that will be the completion of sections on “Photos and More” (including the photo gallery, video, send a post card, press room) and “Maps” (including the interactive maps, downloadable maps, and driving info).

Board comments:

- The membership list under “About the Byway” should be printable in any of the sort commands ... alphabetical, membership level, milepost, community.
- The ability to put the membership information into an Excel type format may be requested. This is intentionally “hidden” from the public, although much of the information is available on the web site. Additional information or an Excel format could be requested and released after review of the request by the Board. The full membership database information is available to Board members for internal use.
- All members (including individual members) are listed in the “membership lists”. Only business members are listed in the Business Directory pages. Only Highway 112 community member businesses are listed in the printed directory.
- Perhaps we could have internet “hot spots” shown on one of the interactive maps. The map section might lend itself to advertisements.

Action Items:

- Request for approval for overpayment of budget for web site work is not needed as the project remains within the budget currently.
- Request for approval of web page development templates not ready as the formal fee proposal has not yet been received.
- Request to add link to National Scenic Byway Foundation to the “Links/pdfs” page and “About the Byway Association” was approved. (Alex/Diane)
- Request to add bios/photo/links for each of the professional photographers and their businesses to the photo gallery page was approved. (Alex/Diane)

Laurel Black will be working on a contract extension to develop a printable map for the maps section. This project expense was approved at a prior meeting.

Clallam County Parks Kiosks ... Michelle

Michelle distributed copies of the six kiosk panels with change requests noted. She asked that the Board review and submit any final comments on the four panels already discussed (Name Origins, Extinct Communities, Mosquito Fleet, Shipwrecks) to her in the next few days. Michelle will meet with Bruce and Lori to work out the final drafts for these four panels and she and Sande will proof. The panels will be seen once more by the Board in a final draft form sent in an email before production. The Freshwater Bay kiosk structure has been completed by volunteers and will be set in place this week.

The remaining two panels (Logging Terms and Logging Camps) still have work to be done. Michelle will facilitate the information flow between Bruce in writing/development and Joe in editing. The panels will then be available for comment by the Board.

This project is now falling during a very busy time for Clallam County Parks and cannot be given a priority over seasonal work requirements, but the panels will be placed in the parks as they are completed. Freshwater Bay and Clallam Bay parks will be completed first with the final site at Pillar Point being completed later in the year.

Bike Map Update ... Michelle

The Board had previously approved adding \$500 to the bike map project on the condition that updates would be made and that there would be copies available to distribute at Joyce. Both of these conditions can be met ... revisions will be made and we can review the draft ... a supply of maps will be made available to Joyce Depot (the map is intended to be used for cyclists not as a general road map). Michelle will keep in touch by email with information on this project.

Washington State Scenic Byway Guide ... Michelle

There was some confusion at the publisher's office between shipping of the Washington State Travel Planners and the Washington State Scenic Byway Guides. That has been corrected and a supply of four cases of the scenic byway guides is to be delivered this week.

Sign Maintenance ... Margaret

Margaret and Chuck Owens have been performing maintenance tasks for interpretive signs at places like the Hoh and Sol Duc for some time ... post, frame, sign face rehab and cleaning. It is a necessary job to keep the signs useful and extend the life of the investment ... and a good place to work. Sande commented that we don't often think about how things are taken care of once we build it and also that it is good to know that our Board members participate in such jobs and/or volunteer tasks.

National Scenic Byway Foundation ... Sande

Tourism and Scenic Byway are taking hits in the budget crisis. The Washington State Tourism office closes on Thursday. The National Scenic Byway Program is funded through an extension until September 30 and the America's Byways Resource Center will be without funding as of January 1, 2012. The National Scenic Byway Foundation is working to educate legislators on the benefits and accomplishments of the grassroots scenic byway system in time to make an impact on budget decisions this fall.

Juan de Fuca Scenic Byway Board Meeting Minutes ... 6.27.11 ... Page 4

Most of the members of the National Scenic Byway Foundation have other jobs and volunteer to work with the byways and this foundation. The task to contact the key people of 150 National Scenic byways, state coordinators, and state scenic byways is huge. It was decided to hire an intern to work in Washington DC in the America's Outdoor Recreation Coalition office in order circulate information about the situation with funding, what to do in your community to bring attention to your byway and how to get the attention of your legislator before the fall session ... in an effort to retain the National Scenic Byway Program and the America's Byways Resource Center. The intern will be hired for 2-3 months at a cost of about \$5,000. Scenic byways are being asked to contribute \$250 to this effort.

It was approved to contribute the \$250 to the National Scenic Byway Foundation to support the work to keep these programs in place. (Alex/Bob)

It was also commented that it is difficult to get the local papers to do a complete and accurate account of the scenic byway in sections such as "Things to Do" and "Road Trips". We need to work harder at educating the staff and keep in mind that the staff turns over quite often so this is an ongoing need.

National Scenic Byway Conference Silent Auction ... Sande

Sande also reviewed the ideas for two Strait of Juan de Fuca Scenic Byway "baskets" for the National Scenic Byway Conference event in August ... a reception and silent auction representing items from the 150 scenic byways. Both baskets will have the byway brochures and OPVB brochure, Ross Hamilton note card package, WS Road DVD, WS Festival/Events playing cards, music CD from la place sur la Mer B&B.

One basket will be an Outdoor Recreation/Nature theme with a Kayak trip, walking stick, and hiking guide (also info on the Whale Trail, Waterfall Trail, Olympic Birding Loop, Elwha and ONP, Olympic Discovery Trail/Adventure Route, Biking map).

The second basket will be a Culinary/Culture theme with museum tours for Makah Museum and Depot Museum, Joyce 100th anniversary t-shirts and Joyce area history booklet by Harriet Fish, Silver Hummingbird earrings (Makah), (perhaps other native artwork), Logger Burger certificate (maybe other local area restaurant certificates or food items), area cookbook, Cedar plank for cooking salmon, locally caught/canned fish, Twilight coffee, (also info on the Makah and Elwha tribes, Culinary Loop, Twilight).

Newsletter ... Michelle

Michelle requested any ideas for the August newsletter be sent to her via email. The web site launch, the Great Strait Sale, the Elwha Dam event, fall meeting dates were noted.

Meeting Dates ...

Dates were agreed as per our usual schedule:

September 26 ... Sekiu (or Pysht if the location needs to be changed)

October 24 ... Joyce Family Kitchen

November 21 ... Pysht Tree Farm Lodge

(this is the 3rd Monday to accommodate Thanksgiving)

Confirmation of the location for the September meeting will announced closer to the meeting time to give Bill Drath and the Clallam Bay-Sekiu community time to plan.

Other Business and Announcements ...

CresComm ...

Bob Pensworth reported that CresComm has added three internet hot spots in Pacific County and may be adding another in Clallam County in the Forks area as well as one in Indian Valley near Granny's. They would like to have an internet hot spot in Joyce. There will be photos, ads, and links to businesses.

Crescent Community Advisory/Steve Hopf presentation ...

Margaret reported that Mike Doherty suggested that Steve Hopf (retired Clallam County Roads Engineer) make a presentation concerning the railroad history in the Joyce area during the Joyce 100th anniversary celebration, perhaps during Joyce Daze.

Margaret checked into the idea and Steve is willing to make the presentation, but there is no location available during Joyce Daze.

It was suggested that we could perhaps tie it into the Great Strait Sale on September 10th ... either the night before (people might be busy with sale preparations) or the evening of the sale (around 6 or 6:30 and at the Grange?) with door fees/donations going to the Joyce Depot Museum. We could do some promotion along with and at the sale, arrange for the location, and maybe provide some refreshments.

Margaret will check with Mary Pfaff-Pierce about the Joyce anniversary celebration to set a date. If the September date does not work, the Association would be interested in helping to promote and sponsor the event at another time. Plan updates will be noted via email.

Elwha Dam Event participation ...

The question about how the Association/Scenic Byway can be involved in the Elwha Dams removal kick-off event came up again. Diane indicated that there will be art, non-profit organization booths, a science symposium, shuttles to the site (and maybe even remote broadcasts from the dam to downtown), tours, music, entertainment. Michelle will follow up on the possibility of having a booth to promote the scenic byway and its recreation/natural/historical/cultural offerings.

Upcoming ...

- Clallam Bay-Sekiu Fun Days July 8-10
- Joyce Wild Blackberry Daze August 6
- Makah Days August 26-28
- Great Strait Sale September 10
- Elwha Dam Event September 17

Next Meeting ...

September 26th at Sekiu (or Pysht)

The meeting was adjourned at 7:30p.m. (Alex/Diane)

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association
Monday, September 26, 2011 at Sekiu Community Center

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

Board Members Present: Greig Arnold, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak. **Absent:** Sande Balch, Alex Stevens, Bob Pensworth.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the June 27, 2011 meeting were approved. Margaret/Carolyn

It was noted that Steve Hauff's name was misspelled in the minutes (page 5) and that for future use the correct spelling is "Hauff."

The quarterly Treasurer's report showing a balance of \$8,097.06 in checking and \$1,047.09 in a CD as of September 30, 2011 was presented by Bill Drath and accepted. Carolyn/Margaret

Bill noted that several reimbursements from the grant would be coming in this month and that the only anticipated upcoming expenses from the account were for annual website hosting and domain renewal (approx \$140.).

Discussion was held regarding renewal options (due October 31st) for the CD. Bill presented the option of a one year renewal or a five year renewal with a slightly higher interest rate. It was agreed to renew for one year to avoid any possible early withdraw penalties and because the interest rates offered in a year may be better than the very low interest rates currently offered. Bill said that the CD is held with First Federal. The board agreed to have the Treasurer renew the CD for one year. Greig/Margaret

Bill announced that Jane Heilman from Sunset West Co-op in Clallam Bay provided the home made meal for the meeting. A brief intermission for dinner was called. Michelle said she would send a thank you note to Jane.

Coordinator/Grant Report ... Michelle
(written report distributed in Board packets)

Website

Michelle reported that the website is on budget but not on time. Final review of all of the website pages is needed. This review will include making sure the site appears as it should in all internet web browsers. It was noted that there are currently some issues with how the pages load in different browsers. Michelle requested that Laurel Black be hired, as a second set of eyes to review and edit the copy, design and function of the site. It was approved to hire Laurel Black for \$800 for review work.

Greig/Carolyn (Note Joe Murray did not vote.)

Juan de Fuca Scenic Byway Board Meeting Minutes ... 9.26.11 ... Page 2

Michelle also discussed that changes beyond the scope of work contract with John Gussman for website development are a possibility. For example, after review of the website, photos or re-arrangement of items may be requested to be changed. It was agreed to allow up to \$500 for possible changes to the website with the understanding that the Byway Coordinator will provide a complete report to the board of costs and changes that were made. Carolyn/Diane

Kiosks

Michelle noted that the kiosk project has resumed at the County after putting the project on hold during the summer. Final review of four panels was completed by Sande, Michelle and Bruce Giddens. Two panels are still in draft mode. A dedication ceremony is still being planned for October with hopes that one site (Freshwater Bay) will be complete.

Budget

Lengthy discussion followed regarding a surplus of funds remaining in the FY 2008 Interpretive grant. Michelle noted that the training and conference budget has about \$3000 remaining. Also, there are substantial funds remaining in the web/kiosk/brochure budget.

Regarding the training/conference funds, the opportunity was presented for board members to attend the Tourism Summit on October 19th in Port Townsend, hosted by the Olympic Peninsula Visitor Bureau. Carolyn Flint committed to attend. Michelle will not be able to attend. Bill Drath expressed interest and will check with his work schedule. Margaret will consider attending. Diane presented the opportunity of registering for the conference as a Sponsor which would include two registrations and booth space for byway materials. It was agreed to use grant funds to register for the conference at the \$250 Sponsor level, to pay registration fees for any additional board members who wish to attend, and to reimburse attendees for travel expenses. Greig/Margaret

The board also approved for the association to spend up to \$125 to have a banner made. The banner will be approximately 3 feet long and will include the byway logo. The banner will be used at the Tourism Summit and other byway events. Michelle will oversee the production of the banner. Bill/Margaret

Michelle announced that she will be attending the Marketing Boot Camp conference in Duluth, MN October 16 - 20th. The conference is being put on by the America's Byways Resource Center and attendees were selected based on application. The conference fee and travel expenses up to \$1000 will be covered by the Resource Center. The board approved reimbursement, from the grant, for any additional travel expenses incurred including travel, parking and lodging at SeaTac. Diane/Carolyn

Many ideas were presented in regards to an Interpretive project that could be completed with the remaining funds in the budget. Ideas included partnering with ONP to print additional copies of the brochure used for the Elwha Dam project, telling Makah elder stories, developing Kids materials, developing an audio tape for travelers, and developing geology and forestry history from the byway. Diane reminded the group of Mike Doherty's vision to develop booklets, similar to the Elwha Bridge booklet, that highlight different

Juan de Fuca Scenic Byway Board Meeting Minutes ... 9.26.11 ... Page 3

historical aspects of the Highway 112 corridor

The group agreed that a booklet "History of the Highway" would be an ideal project and could tie together the history pieces from each community along the byway. Margaret and Carolyn agreed to work on a chronological outline of the heritage and history to present to the board at the next meeting. It will then be discussed as to how to proceed with publishing the history/story in to a booklet. Greig/Carolyn

Reports...

Due to time, the following reports were deferred until the next meeting: Great Strait Sale, Joyce General Store 100th Anniversary, Discussion/comments concerning Sept 17th Elwha project kick-off, Whale Trail, and Washington Curiosities book.

Michelle noted that the National Scenic Byway conference report from Sande and Michelle was included in the board packets.

Membership packet/cover letter changes ...

Due to time, this item was deferred to the October meeting.

Upcoming events...

Joe noted that the 125th Anniversary celebration for Merrill & Ring will be taking place on September 28th at the Tree Farm Lodge and extended the invitation for board members to attend. He also said that a commemorative book about Merrill & Ring will be ready for the celebration event.

Margaret said that Mary Pfaff-Pierce (Joyce General Store) is still coordinating a presentation of Steve Hauff's railroad story. The presentation will focus on the railroad in the Joyce area. The date has not been set and Margaret will keep the board informed as she receives information.

Joe and Greig have agreed to donate "experience packages" for the 2011 Festival of Trees fundraiser. Michelle will inform Sande who is in contact with the OMC Foundation office who coordinates the event.

Michelle announced that the FY 2011 Elwha Gateway Interpretive Grant was approved at about 80% of the requested funds. Details and a revised budget are being worked on with the County. The project includes an interpretive booklet which may be the first piece of the project to be developed.

Meeting Dates ...

Dates were agreed as per our usual schedule:

October 24 ... Joyce Family Kitchen

November 21 ... Pysht Tree Farm Lodge

(this is the 3rd Monday to accommodate Thanksgiving)

Other Business and Announcements ...

Olympic Peninsula Visitor Bureau ...

Diane reported that the byway was highlighted in the new Olympic Peninsula flyer (copy included in board packets). The flyer has been translated into Chinese and was distributed at a recent travel conference held in China. It will also be translated in to French and Japanese. More than 2,000 copies have been distributed and a pdf is available from the OPVB website.

Diane also distributed the Tourism Commission report to the board. Diane reported that the OPVB provided a media center during the Celebrate Elwha weekend. She also shared a copy of the *Seattle Met* magazine highlighting the Elwha story. She has additional copies at the OPVB office for anyone interested.

Diane also gave an update on the Olympic Culinary Adventure promotion taking place this Fall. The tour includes Linda's Wood-fired Kitchen in Neah Bay. The promotion includes a brochure of the Culinary Loop and Maps. *Seattle Dining* recently highlighted the tour in their publication.

Margaret announced that the Depot has received on permanent loan, several items from the Elwha dam including tools and a pressed filter used to recycle oil.

Greig thanked Bill for arranging the meeting place and delicious meal.

Next Meeting ...

October 24th at Joyce

The meeting was adjourned at 7:05p.m.

Minutes submitted by Michelle Little, Substitute Secry.

Juan de Fuca Scenic Byway Association Monday, October 24, 2011 at Joyce Family Kitchen

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

Board Members Present: Sande Balch, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak, Bill Drath, Carolyn Flint. **Absent:** Greig Arnold, Alex Stevens, Bob Pensworth. **Also attending:** June Leise, member and Ed Spilker, WSDOT.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the September 26, 2011 meeting were approved. Diane/Margaret. There was no formal treasurer's report.

Introductions: June Leise and Ed Spilker were introduced to the board members.

Ed Spilker, WSDOT ... Ed thanked Michelle Little for the tour of the Elwha Dam removal viewing sites and the FY2011 grant project location and recognized the great story that is to be told here. He was glad WSDOT had recommended funding the grant application. He congratulated the Juan de Fuca Scenic Byway Association for being a strong organization and for being reliable to present good projects and having the reputation of delivering the best results for funded projects.

Ed is in the position of a technical assistant to work with the byways to be heard and and to be recognized by WSDOT. Federal funding is being held at a former funding level until reauthorization can be finalized. Ed feels that there will be funding but more likely to be in a different form ... formula funding to states to then fund larger umbrella areas that take in several programs, perhaps under a Livable Communities category. The program will need to change and evolve. States may need to take on the technical assistance once offered by the Resource Center. Projects may be submitted to the RTPPO who will prioritize all project applications (several programs, not just scenic byways) and place them in the Transportation Improvement Plan. The recommendations would be approved at the state/legislative level to be final. The possibility of rescinding funds should not apply to the FY2011 awards, but rather to older projects for which funds are as yet not obligated.

There will most likely be a call for projects in November for FY2012, but there is no guarantee that those projects can be funded at this time.

June Leise, Fundraiser Idea ... June suggested that we have white jackets with a message on them "Juan de Fuca STRAIT Jacket" and a smaller line below that said Washington State Route 112 and/or National Scenic Byway. It could also be a white hooded sweatshirt with a screen printed wrapped arms and laces, zipper in back. It definitely would make this a more livable community ☺

She also suggested that we work on the Painted Mailbox idea to get people to decorate their mailboxes along the full length of the byway as a fun thing to see as you travel. June would like to see the Great Strait Sale include the word "yard" or "garage" sale to make a clear statement as to what kind of event it actually is.

FY2008 Grant Update ... Michelle

Brochure ... Michelle reported that the Port Angeles visitor center and the Elwha Dam RV Park have had a large increase in the demand for the highway 112 brochure/map ... PA VIC using 3,000 to date. The brochure is being given out as a map for people to get to the Elwha Dam. This may just be a temporary spurt due to the interest in the dam removal. Our normal total distribution for a year is about 6-7,000. Michelle asked if we should restrict the distribution and find another map to use for just directions. Diane suggested we could print the web site pdf in quantity to be used for the map and local handouts and keep the brochure for a lure item to bring people from beyond the Olympic Peninsula. ONP also has a map of the full watershed but it was not produced in enough quantity. The web site pdf map/information could be enlarged and laminated to be used at the VIC counters for directions and provide some printed copies to hand out. It was decided we should not restrict the distribution of the brochures as people may keep them to explore further and or to return to the area and have Michelle explore the pdf use as well.

Kiosks ... Michelle reported that four of the kiosk panels are ready to go to print by next week. The Freshwater Bay structure looks very nice. The timbers are bigger than expected and Michelle asked about putting a brochure box on the sign. It was felt that since there is little to no supervision there it would be too open to vandalism.

Website ... Michelle met with Laurel to discuss some revisions to the web site as discussed previously. Michelle also came home with suggestions and reactions to the web site from the attendees at the NSB Marketing Boot Camp workshop she just attended in Duluth. They spent one full 10 hour day discussing each web site of the attending byways. Comments on our web site were as follows:

- \$5,000 cost is a very good bargain, some are \$40,000 or more

- Discussed the map on the home page and decided they liked it.

- Liked the water photo background

- Did not like the flow of the navigation tabs and suggested a different order for the tabs ... when asked, Laurel made the same changes without prompting.

- Pages should not be listed in more than one place (Business Directory)

- Did not like the tab "Business Directory" ... need to change the name to something else ... like "Services" or "Businesses"

- Under business categories only four are listed at a time which is frustrating ... need to show complete list and scroll to the end

- Define order of lists more clearly ... for example by mileposts from east to west

- Loved the pdf download map/info

- Interactive map idea is not working ... need to make changes
(check out the Ohio and Erie Canal Way web site)

- Liked the "send a postcard"

- Really liked the "timeline"

- Need more photos

- Black bar needs to be taken out and replaced with something more productive

Budget /Timeline ... Michelle reported that the grant projects are within budget, but significantly behind schedule. Michelle is exploring options for an extension to allow time for the kiosks to be completed and installed in the early spring rather than during the

winter. She noted that if there are funds remaining, they must be applied to extension/expansions of existing projects within the grant rather than for new interpretive projects. We can include the history information on the website, but not produce a new booklet.

SR112 History ... Margaret and Carolyn

The team is exploring and researching information and photos through WSDOT, Clallam County Historical Society, newspaper archives and Clallam County meeting history. They have collected some maps from as early as 1916. They are consolidating the information into a database and a long three section map to store information. They have received several news articles from Karolyn Burdick when the Pysht community was really pushing for the road to be built. Joe noted that when this is organized for a booklet format it needs to be a "story" rather than just a list of facts and dates ... what social things influenced the development of the road?

FY2011 Grant Update ... Michelle

Michelle reported that the budget and work plan for the newest grant needs to be revised to reflect the project without the line items not funded (administrative) and to include payment to a "project manager". Michelle will follow through with this process in talking to Rich James at Clallam County and with help from Neal Campbell, Olympic Region Local Program Engineer at WSDOT.

Diane asked if those of us at the Elwha or passing by would keep track of the number of cars and/or people on the trail. The OPVB will move this event up higher on their promotion priority as it seems to be of great interest at this point.

Membership Packet/Cover Letter Changes ... Sande

It was agreed that if the cover letter follows the information agreed on for the membership matrix it should be fine without a long discussion or vote. Diane suggested that a different format than a Word document might make it easier and more interesting to read. She will forward a sample that might give us some ideas. Sande and Michelle will make the changes and begin work on the membership renewals and a membership drive.

Reports:

Great Strait Sale ... Sande submitted a written report at the September meeting. The event expenses (garage sale ads, copies) are about equal to the income (paid flier ads, some miscellaneous sales on behalf of byway). There should be enough signs to last at least one more year. We had great coverage in the PDN and Forks Forum this year at no cost to the event. And the Joyce General Store celebration on the same day added a lot of fun, interest, and people to the afternoon.

Joyce General Store 100th Anniversary ... Lots of people, lots of activity, lots of food and music. This was great fun. There were also motorcycle clubs and Sequim Dream Machine car club present.

National Scenic Byway Conference Report ... The written report was submitted in September. Michelle commented that the networking and meeting other byway people, especially those from Washington, helped her. Sande commented that she was impressed with Michelle's ability to get out and meet people. The positive attitudes of "Where do we go from here? How do we become even stronger?" were very energizing.

Elwha Dam Removal Kick-off Party ... The OPVB had a media center booth and had about 20 people stop in to see them.

Whale Trail ... Donna Sandstrom was at the Elwha River mouth with a booth representing the Whale Trail and had a lot of people come by. The Whale Trail has signs on every Washington State Ferry now as a partner and part of the Whale Trail. The Whale Trail did a stewardship training session recently and had 40 people in attendance.

Washington Curiosities ... Sande passed around a copy of the book by Harriet Baskas which features different and quirky things about Washington. Diane met Harriet on one of her FAM tours and referred her to different contacts to gather information about the Olympic Peninsula section.

Merrill and Ring 125th Anniversary ... There were at least 276 people who attended (although many couples signed in on one line so the count isn't complete yet). At least 500 anniversary books have been distributed so far. The weather was good, the food plentiful, and lots of celebrants. The event opened with speeches and recognition and Joe led a short tour later in the afternoon.

Tourism Summit ... The lunch count was 124 people. Bill and Carolyn attended to represent the byway at a sponsor booth with a new banner (cost of \$100) and brochures. The \$250 sponsor membership fee was a good investment for exposure at the booth and two attendees. There was a lot of interest in the byway information and several other areas asked to be on the distribution list for the brochures and/or to be added to the newsletter mailing list.

Carolyn was very impressed with the culinary loop energy and the strong networking. We need to find ways to include more of the farms, bee keepers, produce and eateries along SR112 in this group. We need to include coupons, seasonal packages on our web site etc. to draw people in.

And Carolyn reported that "There was a tsunami of technology revealed!" ... scans on signs, apps ("Get There" public transportation app), mobile devices, etc. We should consider adding a "rate this web site" to our site, taking the temperature of the web site. Maybe it could be linked to an entry to win something to encourage feedback.

Bill felt the networking and putting faces/names together was very helpful. The information on social media was a little too generalized to be of great help.

Marketing Boot Camp ... America's Byway Resource Center ... Duluth, Minnesota Michelle attended this workshop on a competitive scholarship. There were 15 byways present and presenters (one of the presenters developed the "I ♥ New York" and "Virginia for Lovers" brands). The theme was to market without money but using social media. There is a fear to enter this world, how to keep up, and the cost and time involved. But it can be planned and set up a year in advance and take advantage of smart phones, apps, mobile devices, etc. The demographic is not teens, but rather those in their 50's with money (if you can afford the devices you can afford to spend money while traveling). A good way to share information.

Upcoming ... Festival of Trees ... Thanksgiving Weekend

Next Meeting ... November 21st at Pysht Tree Farm Lodge

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

Minutes submitted by Sande Balch, Secry.

Juan de Fuca Scenic Byway Association Monday, November 21, 2011 at Pysht Tree Farm Lodge

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

Board Members Present: Sande Balch, Joe Murray, Margaret Owens, Diane Schostak, Bill Drath, Carolyn Flint. **Absent:** Greig Arnold, Michelle Little, Alex Stevens, Bob Pensworth.

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved. The minutes of the October 24, 2011 meeting were approved. Diane/Carolyn. There was no formal treasurer's report. A 4th quarter, full year report will be presented at the January meeting.

Board Nominations/Elections ... January Annual Meeting in Joyce ... Sande for Alex
Terms are up for Greig Arnold, Sande Balch, and Michelle Little. Sande will work with Alex, if needed, to set up the nominations and elections process for the January annual meeting.

Grant Updates ... Sande for Michelle FY 2008 Grant Update ...

The review of the website is 95% complete.

The Interactive Map is working, but work will continue to improve this function.

The Contact Us page could include visitor form to request a brochure, being added to the newsletter list, membership info, etc. This would allow us to build a database of interested parties. The board thought this would be valuable.

A few pages have been deleted temporarily but will be uploaded when completed.

After being live three months, or during the first "high season", feedback will be reviewed as to things to fix, improve, add, delete, change. A contract with John Gussman to assist with changes needed is proposed.

Wrap-up: Interpretive Information for Travelers, FY2008 grant

The grant must be completed and expended by December 31, 2011.

No extension will be granted.

Remaining funds must be spent in a constructive, appropriate manner.

Approximately \$1,900 (as of Oct. 31) in the training funds because only one national conference fell in the grant period rather than two. Remaining funds could be spent on administrative needs ... office supplies, postage, photo archiving (hard drive for digital photos, notebooks of printed copies of photos).

Approximately \$11,000 remains in the project funds due to Clallam County donating the time to design the kiosk panels, only two of the six panels will be standing frames (four to be wall mounted), the illustration budget was not fully used, and the website came in under budget. The remaining funds could be used to expand the photo and video library, to develop illustrations and materials for the kids section, and to add additional features to the website ... and to cover part of the cost of archiving the photo library if needed. Projects may be contracted out for portions of this work.

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A motion was made to allow Michelle to expend funds by year end in a manner consistent with and beneficial to the grant purposes within the administrative and project needs. The motion passed. (Sande/Diane)

Joe mentioned that there are aerial photos (NAPE) taken of Clallam County by the Department of Agriculture. You can zoom within about 500 feet of land with the photos. They can be ordered through a contractor for about \$50. Locations can be pinpointed using GPS points. The photos could be included on the website.

If there are other ideas that can be accomplished rather quickly, please contact Michelle with the idea so she can determine if it is within the scope of the grant and, if so, act on it.

FY 2011 Grant Update

Revisions to the budget and work plan have been submitted to Clallam County and sent on to WSDOT. Once approved, work can begin on phase one ... developing interpretive panels for the temporary dam overlook area. A core team from the byway, Clallam County Lower Elwha Klallam Tribe and ONP will be brought together to outline the interpretive story.

FY 2012 Grant Solicitation

A call for grants from National Scenic Byways Program was issued last week. Because of the large grant received for 2011, Michelle recommended that we do not submit another application at this time. The board was in agreement as there were no grants that would fit the criteria that could be pulled together in such a short time and the Elwha Gateway will be a big project to handle already.

Application for OPVB 2012 Tourism Enhancement Grant

The supply of Adventure Route ODT brochures is getting very low and requests are still being received from the county and visitor centers for more copies. There are many new single track sections open, so an update would be very helpful. Michelle asked for permission to apply for an OPVB grant to redesign/update and print the Adventure Route brochure. This was approved (Carolyn/Margaret). Diane abstained from voting.

Diane mentioned that funds usually are expended by June so the earlier the application is received the more likely funds will be available. Diane also asked us to think about who the other partners could be in the project.

Update on Hwy 112 History Research ... Carolyn and Margaret

Carolyn reported that she is gathering fragments of information and maps to be put into a database with sort capability (subject, chronology, etc). She is currently working with a 1920's journal of a mail carrier. She is interested in the condition of the road ... gravel, paved, how wide, etc. What constitutes a road? She has also found good data in the old Clallam County meeting notes.

Margaret has been working with some news clippings dated early 1900's and trying to determine when the road from the Lyre to Pysht was completed. Joe thinks it was 1929. The group pushing for the road way back then justified it with the idea of a earlier version of the 112/113/101 loop for tourism and economic impact.

The team should have information consolidated into a brief display by early 2012.

Membership renewals and Membership Drive ... Sande

The first membership renewal reminders were sent out via email last week (or by mail if no email is available). One payment and one no-fee renewal have already been received.

Sande and Michelle will begin work on the membership drive in January. The membership information presentation will be redesigned to be more interesting to read. Sande handed out a list of potential members for the membership drive. Board members were asked to contact Sande or Michelle with any additions/deletions to this list ... and to remember that all board members can solicit memberships.

Diane suggested we look toward a March publication of the Milepost Business Directory, rather than February, to give us a little more time to seek new members.

LTAC Recommendations to Board of Clallam County Commissioners ... Sande

Based on a projected tax revenue of \$370,000 for 2012, the LTAC committee recommended the following expenditures: \$315,000 OPVB, \$17,000 Clallam County Parks, \$20,000-\$24,000 Clallam Bay-Sekiu, \$1,500 Chamber memberships. If requested, \$25,000 will be considered for the third year of support for the Hurricane Ridge Road (either from current funds or reserve funds). If needed, an additional amount may be made available to Clallam County Parks for the Clallam Bay County Park.

Clallam Bay Park Update ... Bill

Joel Winborn met with the Clallam Bay community leaders to discuss the Clallam Bay Park situation with the budget cuts. Options to be recommended by CC Parks to the CC Commissioners early December will be to not continue with a year round supervisor, but to put electronic locks on the restrooms, utilize a part time maintenance person already coming to Pysht, and leave the gates open. The community may be asked to contract to partner with County Parks by helping to keep an eye on the park and report problems.

Meeting Schedule 2012 ...

Proposed meeting dates/locations ... Jan 23/Joyce, Feb 27/Pysht, Mar 26/Sekiu, April 23/Joyce, May 21/Neah Bay (earlier week due to Memorial Day), June 25/Joyce. There was some discussion to check into having some meeting at Blackberry Café and whether or not we need to have meeting every month. This will be discussed again next year.

Other Business/announcements ...

Marine Sanctuary ... There is an opening on this committee for a tourism person. This would be a three year term. Meetings are quarterly, all day, and held someplace between Westport and Port Angeles.

Sunsets West Co-op ... Grant opening at new location is December 10th.

Marketing Boot Camp ... Shared photo in Scenic Byway Vistas of attendees (Michelle)

Festival of Trees ... Event is this weekend.

Newsletter ... Include in the newsletter ... "If there is water over the road, do NOT drive through it!"

Adjournment ... The meeting was adjourned at 6:35 p.m.

Minutes submitted by Sande Balch, Secretary