

Juan de Fuca Scenic Byway Association Monday, January 30, 2012 at Joyce Family Kitchen

5:00 p.m. Annual Membership Meeting

Present: Board members: Sande Balch, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens. Member: Ali Baker. Guest: Donna Sandstrom (Whale Trail). The annual meeting was called to order at 5:05 p.m. by President Joe Murray. Introductions were made.

Sande filled in for Alex in seeking nominations for the board and offices until his health allows him to participate more fully again.

Three positions on the board had terms that expired 12/31/11 ... Sande Balch, Michelle Little, Greig Arnold. Sande and Michelle have agreed to be on the ballot. Greig Arnold cannot continue as a board member representing the Makah Tribe. Bud (Leonard) Denney has agreed to step into that role. In addition, Ali Baker, Chito Beach Resort/Clallam Bay-Sekiui chamber/tourism, has requested to be considered for a board position.

January 1, 2012- December 31, 2014 board positions on the ballot ... Michelle Little, Sande Balch, Bud Denney, Ali Baker. All four were accepted. (Sande/Bill)

It was expressed that we need to pass a message to Greig Arnold to tell him how much his presence on the board has been appreciated and how much he will be missed. Bud Denney will relay the message verbally and Sande will send a thank you to Greig.

There were no questions or comments from the membership.
The annual meeting was adjourned at 5:10 p.m.

Board of Directors Meeting

Board Members Present: Ali Baker, Sande Balch, Bud Denney, Bill Drath, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Bob Pensworth. **Absent:** Diane Schostak, Alex Stevens. **Guest:** Donna Sandstrom.

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

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

The agenda was approved with additional items added: ~ Support for Clallam Bay-Sekiui visitor center phone costs. ~ Use of photos for "Red Book" phone book. ~ Lake Ozette Sockeye education support. ~ Whale Trail report.

The minutes of the November 21, 2011 meeting were approved. Carolyn/Margaret.

Treasurer, Bill Drath, presented a full year report on expenses/income by quarter for 2011. As 12/31/11 the bank balance was \$10,761.62 and an additional \$1,048.16 in a CD. Both accounts are with First Federal Savings and Loan. The report was accepted. Michelle/Carolyn. The board asked that Bill do an end of year report showing what kinds of expenses and income we had in 2011 so that it is easier to estimate what amount can be spent each year without depleting the accounts. This report will be made at the February meeting.

Support for phone expenses at Clallam Bay-Sekiui visitor center ... Bill

In the past, grants included coverage of some administrative costs. A portion of the phone and internet cost was paid as part of the office sharing expense. Funding for admin is no longer allowed in National Scenic Byway grant projects. After a discussion of the actual

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income and expenses for the association, a motion to pay \$50 a month for a portion of the phone/internet at the Clallam Bay-Seki Visitor Center for the year 2012 was approved. (Sande/Carolyn)

Membership renewals/drive ... Sande

Sande reported that as of Friday, January 27th, 26 renewals had been received for a total dues payments of \$850, leaving an additional 42 memberships yet to renew. Four more memberships were confirmed at the meeting. Sande will contact the dues paying memberships first and then follow with contacting the community memberships for information. Sande and Michelle will work to involve more people in the association through membership, but everyone on the board should be proactive in encouraging more businesses to participate.

Nominations/officer elections ... Sande

Sande presented a slate of officers for election: President: Joe Murray, Vice President: Alex Stevens, Treasurer: Bill Drath, Secretary: Sande Balch. The slate was accepted and approved for election. (Margaret/Carolyn) It was unanimously agreed that the association would like Alex to remain as Vice President and we look forward to his return to good health and participation in the group. Carolyn Flint agreed to help cover Alex's duties if needed.

FY2008 Grant report ... Michelle

The remaining funds were spent on appropriate needs such as: contracted web site work for adjusting the format to be more adaptable to SmartPhones, upgrade search engine optimization, employ Google analytics, add more pages to the web site; photo contract with John Gussman to develop a small library of videos; archival efforts like putting the photo library into hard copy form to make them easier to browse; printed versions of the website pdf map/legend into a laminated placemat size for visitor centers to use for discussion with visitors and an 8 ½ x11" size on paper to handout; postage, copy cards, envelopes, and office supplies; "Bookmark Us www.highway112.org" bookmarks to give away to promote the new website.

Besides the bookmark, there will be some splash email/press release efforts to Scenic Byways, WSDOT, State Scenic Byways, Visitor Centers, Chambers, regional papers and radio with a cc to board members.

The question was asked if we had Facebook capability and the answer was not at this time as we didn't know how we could handle the maintenance and monitoring responsibilities. It was mentioned that you can set up Facebook where it is free, does not require constant watching, and can set it up to send info only. Michelle will check into this.

A discussion about video subjects followed with the idea of having several in the library so they can be alternated seasonally. Michelle asked for people to help with the suggestions for subjects/locations/events to be discussed again at the February meeting.

FY2012 Grant report ... Michelle

Commissioner Mike Doherty suggested that we begin the new grant process with an informational/overview meeting for all stakeholders ... Clallam County Commissioners/Roads/Parks, Olympic National Park, Elwha Tribe, Makah Tribe, Juan de Fuca Scenic Byway Association, OPVB, Barnard Construction and perhaps others. Michelle will work on finding a date early March to host a "kick off" meeting. We discussed using a county

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meeting room for the “kick off”, or more appropriately the Elwha Heritage Center (cost for coffee/rent or donate).

OPVB Tourism Enhancement Grant application to revise/print Adventure Route Brochure ... Michelle

The grant application will have a better chance to pass through the OPVB board if there are partners to the project. The Association could provide some cash match as well as administrative effort. Clallam County (Rich James) might donate the time to supply the changes and updates needed. Perhaps other users of the trail would be willing/able to add more cash match to the project ... Trails Coalition, Back Country Horsemen, Olympic Dirt Society, etc. Supporters of the project could be listed on the brochure. It would be good to be in contact with these groups anyway so they know who all is responsible for providing the brochure. It has been made clear to contact points where the map is available that the brochure should be given to people specifically need trail information and not used as a general area map ... the pdf laminated size and printed map should help with this.

A motion to allow up to \$500 toward this project and giving Michelle the authority to determine how much of that amount is needed toward the grant was approved. (Ali/Bill) Michelle will follow-up with the partners, the process, and try to have an application to the OPVB for their February meeting.

Book presentation to board by Michelle

Michelle gifted a copy of the book “The Highest Tide” by Jim Lynch (about a young boy living on the waterfront of Puget Sound) to each board member.

Meeting dates ... Sande

Meeting dates and locations were confirmed: Feb. 27 at Pysht Tree Farm Lodge, Mar. 26 in Sekiu (specific location will be announced at Feb. meeting), Apr. 23 at Joyce Blackberry Café, May 21 in Neah Bay (Bud Denney will work on this ... alternate will be Pysht), June 25 at Joyce Family Kitchen.

Hwy 112 Research ... Carolyn and Margaret

Margaret reported that research is ongoing and Carolyn is working on data input including use of key words, dates, and references. Bob Pensworth would like a history/photos of the phone company development (suggested he try news articles at the Historical Society).

Newsletter article suggestions ... Michelle

Several suggestions were made for news articles including: the new “business mall” in Clallam Bay, new ownership for Strait Shots, announcing the web site, membership drive/renewals, web site opportunities for businesses, the upcoming grant project for the Elwha, meeting dates, and events happening prior to the next newsletter in May (Eagle Festival, Beach Cleanup, Sekiu Fly-in, Duck Derby, eagles and whales).

Society of Foresters conference ... Joe

The Society of American Foresters/Washington Chapter will be meeting in Port Angeles May 2-4. Set up of booths and exhibitors and a “meet and greet” will happen on Wednesday, a full day of sessions with breaks, lunch and dinner buffet on Thursday, and touring in “the field” on Friday (including part of Hwy 112). Joe asked the board to consider hosting a booth for Wed/Thurs at the cost of \$225 including lunch and dinner for

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one person. We could have brochures, tabletop displays, and a laptop with the web site available to showcase our byway. This would allow contact with people for future travel to the area (80 to 100 participants expected). Perhaps the OPVB would pay a portion of the cost. A motion to allow Joe up to \$225 to register a booth participant (Michelle) was approved. (Sande/Carolyn) Joe will check to see if OPVB would partner and to see if other people can assist at the booth (but no meals etc) without additional cost.

Lake Ozette Sockeye Recovery ... Joe

The Lake Ozette Sockeye Recovery group inquired as to availability of funding for educational/interpretive material/signs for their project. No funds can come from the FY2011 Elwha Gateway grant for this purpose. There might be other grants available that could assist with this, but applications for National Scenic Byway grants are not open at this time. Joe will explain our limitations to the group at their meeting this week. We could link to a web site for information when/if a site is developed.

Photo use for "Red Book" phone book ... Sande

A representative from the phone book "Red Book" requested information on using some of our byway photos in the book. The book may not meet the criteria of "promoting the scenic byway" to use our professional photos, but we could use the photo contest and donated photos. It was suggested, that if there was a professional photo they really wanted to use, we just refer them to the photographer instead of worrying about the rules. Sande will follow up with "Red Book" people and report at the February meeting.

Festival of Trees/Duck Derby ... Sande

The Festival of Trees sold #28 The Road to Bethlehem tree for \$1400 and we received \$1,050 for our participation with the Neah Bay overnight/tour and the M&R tour/lunch premiums added. Joe Gladfelter of Olympic Distributing was the buyer.

The Duck Derby will be held either May 13th or May 20th which would mean that the sales of tickets would begin either April 13th or April 20th.

Whale Trail ... Donna Sandstrom

Donna reported that she met Margaret Owens at a "Watchable Wildlife" conference and from there we partnered on a Whale Trail brochure (including four viewing sites along Hwy 112 and one in Neah Bay). From there Whale Trail markers were installed and the web site is about ready (including a page for each of the viewing sites). Photos of whales and other marine life are needed for the web site. It would be perfect to have a photo of a whale sighting at each of the marked areas. Sites with markers are in the planning at Port Angeles at The Landing/Feiro Marine Science Center, Snow Creek/Sail and Seal Rocks, Kalaloch/ONP. Many of the viewing sites on the coastal area in the ONP are identified on the web site, but not by signs. The sign at Kalaloch will have a different design and include information on the coastal marine sanctuary.

Other announcements/handouts ... The CCR registration for government grants has been completed. The IRS 990E filing is due May 15th. A list of the County Commissioner assignment of committee/advisory groups was provided. Information about the "Patriot Rider Movie" was handed out.

Adjournment ... The meeting was adjourned at 7:07 p.m. Submitted by Sande Balch, Secy

Juan de Fuca Scenic Byway Association Monday, February 27, 2012 at Pysht Tree Farm Lodge

5:00 p.m. Board of Directors Meeting

Board Members Present: Ali Baker, Sande Balch, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Diane Schostak. **Absent:** Bud Denney (couldn't get in gate ... sorry, Bud!), Bill Drath, Bob Pensworth, Alex Stevens.

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

The Board of Directors meeting was called to order by Secretary Sande Balch at 5:25 p.m. (President Joe Murray arrived and presided over the meeting from 6:00 p.m. on.)

The agenda was approved with additional items added: ~ Twin River area restoration/Margaret ~ Scenic Washington trip itineraries/Michelle ~ Rand McNally scenic byways/Michelle. Handout ~ Photo model release/Michelle.

The minutes of the January 23, 2012 meeting were approved. (Diane/Michelle)
No treasurer's report was available.

Membership Renewals/Membership Drive ... Sande

Patricia English has purchased Strait Shots Coffee Shop in Clallam Bay. She was accepted as a new member. Ali/Carolyn.

Sande will complete calls to paid membership businesses for renewals and begin work on the revisions for the print directory.

Grant FY2008 report ... Michelle

Michelle presented a financial report for the close of the FY2008 grant. Total grant funds spent \$69,910.00, match to grant \$17,478.00 and donations of materials, time, services totaled \$52,291.08. The total value of the grant project was \$139,679.08.

Grant FY2011 report ... Michelle

Michelle presented an overview and budget breakdown for the current grant project ... Elwha Gateway Interpretation. The project will be accomplished in two phases: First phase is to include development of interpretative signs to be situated at the river/dam area viewing sites and development of an Elwha historical booklet (Elwha River, people, fish, dam etc). Second phase is to include revitalizing the gateway area after the contractor moves out and moving interpretive panels to the gateway area. The budget shows grant funds totaling \$208,080 with a match of \$52,020.

Michelle noted that the administrative costs for postage, office supplies, training and a byway coordinator were cut from the grant application. To provide for a paid manager for the project (too big for a volunteer) the project was scaled down a bit and project manager compensation was added to each step of the project (totally less than 10% of total project). Operating expenses will need to be paid by the association now.

The kick-off meeting for stakeholders has not yet been scheduled. Michelle would like to talk to Barnard Construction about what to expect the area to look like when they leave. She would also like to meet with Clallam County/Rich James concerning how they would like to see the area developed and make sure that maintenance issues are covered. Then she will set up the stakeholder meeting to talk about the project and commitments.

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There was a short discussion about the Elwha booklet ... what is the purpose, what to include, how to distribute, how to support reprints, potential partners to allow sales of the booklet. It was suggested if this is a sale item that the funds collected would be saved to pay for future reprints. It would be good to provide for an online format as well when the booklet is developed. Perhaps we could also put the Elwha Bridge booklet in online form and include both on the byway and OPVB web sites. Partners might include the Clallam County Historical Society. Are there any national groups whose interest is in dams? We might also consider free distribution to libraries and schools which would fit our 501c3 status of charitable/educational purpose. Michelle will explore these ideas.

OPVB Tourism Enhancement Grant ... Michelle

Michelle found that the Back Country Horsemen and Peninsula Trails Coalition would be willing to donate \$100 each to the project to revise and reprint the ODT Adventure Route Segment map/brochure. There may be outdoors businesses like rafting, kayaking, biking that would be interested in contributing through an ad/recognition/logo. It was suggested that if "sponsors" and/or "advertisers" were added to the partnership, more room would need to be allowed for displaying these credits.

Michelle is waiting on paper costs to be able to complete the application. In addition to regular paper, a Tyvek paper is being considered. Joe suggested that they also check into Rite in Rain paper. Either of these may raise the cost of printing too much, but it would be worthwhile to check out.

Diane commented that March is a scheduled month for the OPVB to consider Tourism Enhancement Grant applications. The deadline for submission is the first Thursday (to be discussed and voted at the OPVB board meeting on the third Thursday).

Scenic Washington trip Itineraries ... Michelle

Trip itineraries for inclusion on ScenicWashington.com have been requested by Marcus Yearout of Visitor Guide Publications (who also did the work for the Washington State Scenic Byways publication). Diane suggested that itineraries be suggested for the entire Olympic Peninsula, rather than just the Hwy 112 scenic byway. Michelle could partner with Mary Brelsford at OPVB to work this out.

Rand McNally scenic byways ... Michelle

A similar request for itineraries was made for inclusion by the Rand McNally group through the America's Byways Resource Center. The purpose is to build awareness of the 150 national scenic byways. They have requested photos of and points of interest along the byway as well.

Diane suggested that the itinerary include just a few key points but ones that would take people the full length of the byway ... Elwha, Salt Creek, Neah Bay.

March meeting location/food arrangement ... Ali

The meeting location in Clallam Bay/Sekiwi will be Sunsets West Co-op (across Frontier Street from the Clallam Bay Park entrance) ... March 26th at 5:00 p.m. Food will be prepared by Jane at Sunsets West at a per person cost. Sande will send out a notice prior to the meeting to ask if members are eating or not so that we can give Jane an idea how many to prepare for. Come early to check out the interpretive signs at Clallam Bay Park (FY2008 grant) and to look around/shop at the Co-op prior to the meeting.

Society of American Foresters/Washington Chapter ... Joe

Joe will have more information concerning participation as an exhibitor at the next meeting. It appears that there will not be an option for poster as opposed to booth. There may be more people interested in booth space than can be accommodated. If so, a lottery drawing will be held after the application deadline to determine who will get booth space.

Phone book "Red Book" photo usage ... Michelle

The requested photos were both photo contest entrants. The photo credit would read "Courtesy of the Juan de Fuca Scenic Byway Association." Michelle will follow through with this and report at the next meeting.

Twin River area restoration ... Margaret

An earthen pier was constructed in the 1960's to load clay mined at the West Twin River. The clay was transported to Seattle to make cement.

A meeting at Crescent Grange was well attended by the community and many organizations and agencies to discuss the prospect of removing this pier, the consequences of removal, and the cost.

The lease is up with the DNR for the pier and there is no longer a need for mining the clay. The owner, Lafarge, is willing to donate the land from the water to the highway (about 10-15 acres) to a land trust. Removal of the pier would give more beach access and recreation area when the coast rebuilds.

The project would include removal of the cement wall, metal, and pilings. Perhaps the tidal action could do the rest over time. The work would be expensive and grants to do this work would require match. This area is considered to be one of the highest areas of biological diversity ... environmental restoration.

OPVB Report ... Diane

Diane will be in Berlin for one week at the world's largest travel show with the Seattle and Washington group to promote Washington State and the Olympic Peninsula.

A London travel group will be on the Olympic Peninsula/Olympic National Park for two days in August to film for the UK public television series "American Perspective". (cost of \$14 million, covers 114 countries, and the segment will run for about 5 years.)

April 5th is the statewide Tourism Summit. The spring campaign for Olympic Culinary Adventure will run from April through October. The Victoria campaign will also launch in April.

Other announcements/handouts ...

Duck Derby ... Duck Derby date is May 13th so ticket sales will begin April 13th

Milepost Newsletter ... distributed copies of the Feb. 2012 Vol. 27 "Milepost"

Photo model release forms ... forms for release by any recognizable person in a photo submitted for use in promoting the byway

Patriot Guard Riders/movie ... Sande order two copies of this movie and offered one to be circulated through the board for anyone who is interested in viewing it.

Depot Museum ... Margaret reported that an Oxen Yoke from the Goodwin farm east of the Elwha has been added to the collection and is on view in the Gossett Addition.

Adjournment ... The meeting was adjourned at 6:57 p.m. Submitted by Sande Balch, Secy

Juan de Fuca Scenic Byway Association

Monday, March 26, 2012 at Sunsets West Co-op in Clallam Bay

5:00 p.m. Board of Directors Meeting

Board Members Present: Ali Baker, Bill Drath, Sande Balch, Michelle Little, Joe Murray, Margaret Owens, Bob Pensworth, Alex Stevens. **Absent:** Bud Denney, Carolyn Flint, Diane Schostak. **Guest:** Myrtle Pensworth and Donna Sandstrom/Whale Trail.

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

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. Board members were allowed to get their dinner serving before proceeding with the agenda.

The agenda was approved with several additional items added: ~ report on Whale Trail from Donna Sandstrom; Elwha Film production and The Whale movie screening from Sande; bookmarks/postage/website update from Michelle; funding request from Ali.

The minutes of the February 27, 2012 meeting were approved. (Ali/Alex)

Treasurer Bill Drath reported a balance of \$12,739.22 in the checking account and a CD balance of \$1,048.68. Bill will prepare a quarterly report for the next meeting as well as a summary of income/expenses for 2010.

Membership Renewals ... Sande

A printed update on changes in memberships was presented by Sande showing a total of 72 members as of March 23, 2012. One sponsor and three associate members have yet to make their renewal payments. Sande will continue to follow-up on those.

All memberships that have been at the Associate level and higher were contacted personally to check their business information. Community members who did not respond are assumed to be still interested in remaining a member with no changes in their business status or offerings.

The Makah Tribe dropped their Platinum Partner level (\$500) in favor of enrolling the tribe and six businesses separately (\$475) in order to display the business name rather than the Makah Tribe in the web site business directory. Sande asked for a formal acceptance of this membership change. It was approved. (Alex/Bill).

It was mentioned that The Cape RV/Resort had a major fire recently and that we should follow up on that. Sande will contact Bud Denney /Lois Peterson at the tribal office.

Membership Drive ... Sande

There are a few new businesses and several old businesses that have yet to be contacted or encouraged again to join. While on the road to meet with these people (Sande and Michelle), all members will be contacted as well to inform them of the benefits the web site can offer to members. It may reason enough for some to upgrade membership levels to take advantage of ads, web pages, expanded listings, etc. All Sponsor members will be contacted to encourage them to add a photo/logo at no cost to their web business directory listing.

The cost/placement of ads and the cost/templates for business web pages will need to be developed in order to present that information to the community. This should be discussed at the April meeting. Michelle and Sande will work on a presentation.

Milepost Business Directory ... Sande

The cost estimates for producing the Milepost Business Directory are \$225 for graphic revisions/updates by Laurel Black Design and \$475+tax/2000 quantity or \$550+tax/2500 quantity by Olympic Printers. In the past the larger quantity has been printed, but there were a few hundred brochures remaining/undistributed at the end of the year.

It was approved to proceed with the project with a print quantity of 2000. (Alex/Ali).

Sande and Michelle suggested that we consider discontinuing production of the printed directory and set up a printable directory on the web site that people can download and that can be updated continually. This should be discussed and decided early enough that we can communicate that change to members before it is renewal time. The web site listings should also be altered to give advantage to each increasingly higher membership level (as we now do in the printed directory). This discussion will be added to agenda in June or September. Michelle will work on the printable directory idea in the meantime.

Grant FY2008 report ... Michelle

Michelle reported that work continues on contracted tasks ... kids pages/activities, travel itineraries, additional photos/videos (some of fall colors to be completed September-November).

Grant FY2011 report ... Michelle

Michelle is meeting with stakeholders at ONP, Elwha Tribe, Clallam County to build relationships prior to having a bigger meeting.

The kick-off for the public, partners, stakeholders, association board could be held on April 30th or May 1st at the Elwha Heritage Center on First Street. The cost would be \$45 for the conference room. The hours of 5-7pm were suggested and countered with making it 4pm to 7pm to allow people to attend prior to dinner time. It was approved for Michelle to contract the room at the Heritage Center for \$45. (Alex/Margaret)

OPVB Tourism Enhancement Grant ... Michelle

The application for a grant to revise and reprint the Adventure Route brochure/map has been submitted to the OPVB. The grant requested \$2000 in funds to make route changes and print 10,000 copies of the brochure. In addition to the Association, other partners in the project are Backcountry Horsemen, Peninsula Trails Coalition, and Mike's Bikes.

Milepost Newsletter Change ... Michelle

At a recent meeting, the board was told that some of the tasks that the "paid" grant coordinator performed along with the management of the grant project in the past needed to be taken on by board members. The paid position now only covers the actual project management and the current grant will be a very big project.

Michelle asked Carolyn Flint if she would be interested in taking on the Milepost Newsletter editing/production. After careful thought, Carolyn agreed to do that. Thank you Carolyn for helping out!

May meeting location/food arrangement ... Bud Denney

Bud Denney was not able to attend this meeting. Sande will follow up with him.

Society of American Foresters/Washington Chapter ... Joe

Joe has not yet been informed if the space for booths will go to a lottery draw (if there were more interested parties than space). When he hears whether or not we can get a space, he will move forward accordingly.

Phone book "Red Book" photo usage ... Michelle

The images they were interested in were Paul Blake and James Wengler photos from the contest. One may be used on the phone book cover. Appropriate credit will be given for the photo. Michelle will update at the April meeting.

Duck Derby Sales ... Sande

The Duck Derby race will be held on May 13th with sales beginning April 13th. Sande asked who wanted to sell this year and what size packet they wanted ... Alex, Bill, Joe, and Michelle will sell (standard basic packet only). Sande will get a larger packet to have back-up tickets.

Funding Request ... Ali Baker

The Clallam Bay-Sekiui visitor center is desperately in need of an updated computer system for visitor use as well as staff use. The approximate total cost will be \$2200. Ali asked the Association, as the space is shared as our legal place of business, to contribute \$100 toward the cost. The Clallam Bay-Sekiui chamber and the Clallam Bay-Sekiui Tourism will also be asked to contribute \$100 each. The remainder will be requested in a Tourism Enhancement Grant application to OPVB.

The request for \$100 from the general fund was approved. (Alex/Michelle)

Whale Trail Update ... Donna Sandstrom

The new Whale Trail sign for the Olympic Marine Sanctuary will be installed at Kalaloch at the gazebo in June. The sign will cover an additional seven other viewing sites within the park system (but unsigned at those sites).

The Whale Trail is seeking funding through another Alea grant for ten new signs with the goal of placing one sign in each Washington State coastal county.

There has been a great response to the signs in the ferry system. It was asked if there are signs on the Coho (Port Angeles to Victoria) ferry. The answer was no but it is a good idea. Signs are also being placed at The Landing in Port Angeles and at Snow Creek at the west end of highway 112.

Elwha Film support ... Sande

Sande requested that the Association consider whether or not they wanted to be a supporter/backer of the Elwha film, "Return of the River," being created by John Gussman and Jessica Plumb. The fund raising period will end March 31st. At least \$10,000 must be raised to go forward with the editing. They are very close to reaching that goal.

This project is an informative, educational effort to present a bit of history, the many sides to the dam removal decision, the process of taking the dams down, and the future of hope for restoring the salmon run. It seems a good fit with our interpretive/educational goals, especially with the signage/booklet projects included in our current grant.

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It was approved to contribute to the \$100+ category in the amount of \$112 with credit given to the Juan de Fuca Scenic Byway Association. (Alex/Ali)

Screening of the movie “The Whale” ... Sande

The movie is about the whale, Luna, who gets separated from her pod. An opportunity to do fundraising screenings of the movie has been offered. The cost for a screening is \$250.

Sande noted, that if the Association did sponsor a screening, it would be unlikely that we would be able to collect entrance/donations to cover that amount. So the cost of screening might have to be a donation from the Association.

The film also raises some questions as to the methods used in attempting to help Luna, particularly the human contact with Luna. It might be a good idea to have a discussion following the film, if shown, to talk about the contrast in the methods of attempting to save Luna as opposed to the successful efforts to save Springer. The Whale Trail and others might be interested in leading that discussion.

It was noted in discussion that if we are sponsoring the screening and stating a “disclaimer” we might be sending a mixed message.

The decision was to think about this for awhile and revisit the subject later.

Bookmarks ... Michelle

The bookmarks were printed with the intent of using them as a handout at the end of presentations when Michelle tells audiences about the new web site and asks them to “bookmark” www.highway112.org. Michelle passed out bookmarks to be used by other board members to promote the web site.

Postage ... Michelle

Postage and shipping costs have in the past been paid by the grant administrative costs. Michelle would accumulate the bills during the month and submit them with other grant expenses for reimbursement from Clallam County

There is no grant funding available for admin costs any longer. Michelle suggested that the Association allow \$100 for a “petty cash” fund. She will keep the receipts to back up the money withdrawn and submit it all to the treasurer when the funds are used up.

It was approved to allow \$100 for petty cash postage expenses. (Alex/Bob)

Web Site Update ... Michelle

Things are changing frequently on the web site as pages are developed. Michelle asked that the board members visit the www.highway112.org web site often to review for needed changes/corrections ... and especially if anyone has ideas that would improve the site. Contact Michelle at michelledlittle@gmail.com

We thanked Jane and Terry Hielman for preparing a delicious meal and for the cozy location for our meeting. We look forward to meeting here again.

Next meeting ... April 23, 2012 ... Blackberry Café in Joyce ... 5-7 pm

The meeting was adjourned at 6:14 p.m. (Alex/Ali)

Submitted by Sande Balch, Secry

Juan de Fuca Scenic Byway Association
Monday, April 23, 2012 at Blackberry Café in Joyce

5:00 p.m. Board of Directors Meeting

Board Members Present: Sande Balch, Bill Drath, Bud Denney, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Bob Pensworth, Diane Schostak. **Absent:** Ali Baker and Alex Stevens. **Guest:** Commissioner Mike Doherty

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

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m.

The agenda was approved with two additional items added: ~ Beach Cleanup (Bill Drath) and Fossil Fever (Margaret Owens).

The minutes of the March 26, 2012 meeting were approved. (Carolyn/Michelle)

Treasurer Bill Drath reported a balance of \$13,052.22 in the checking account and a CD balance of \$1,048.95. Bill also submitted an annual report for 2011 showing total income for 2011 as \$3685.00 and total expenses for 2011 as \$2800.65.

Membership Renewals ... Sande

Sande reported that all 2012 memberships have been paid ... 72 members for a total of \$2125 in membership fees.

Membership Drive ... Sande

Michelle and Sande will begin the membership drive in June or July after the Olympic Discovery Marathon and the Elwha project initiation is taken care of.

Milepost Business Directory ... Sande

The directory is completed and copies are included in the board packets. Laurel Black invoiced us for \$225 for graphics work. The bill for the printing will be sent out at the end of the month.

Grant FY2008 report ... website/kiosks ... Michelle

All contracted work continues for web site additions, itineraries, and kids information.

Michelle noted that the directory is on the web site as a pdf. The minutes from 2004 to current are on the web site. She would like to see a pdf of the bike map be added to the site as well. Paid ads will be located in the left column of the business directory.

Spring photos will be selected to be used in the "Send a Postcard" section.

The directory data base has been completed and can be changed as needed with very little time to do so.

The map, however required annual corrections using lat/long. Some things that are part of the "Google" map cannot be changed or eliminated. If there is an error, a person can contact Google and request a correction. Michelle requested this for the road through Neah Bay which was listed as SR112 rather than Bay View Avenue. Google made the change quickly. Bud Denney will supply a GIS map to Michelle for the Neah Bay area.

Grant FY2011 report ... Elwha Gateway ... Michelle

Michelle decided that the idea of a “kick-off” for the public was premature. A public celebration/presentation will be made instead when the project is completed.

Michelle has been meeting with stakeholders and will arrange a meeting for the board and all other stakeholders to be hopefully be held by mid-May at the Heritage Center 4-7 pm. The meeting goals will be:

- to introduce all key participants and stakeholders and their role in the project
- to create a shared understanding of the project objectives, timelines, budget, and activities

- to identify and address issues and concerns (if any)

- to establish a process for group communication/interaction ... within and outside the stakeholder team.

May meeting ... Bud

The May 21st meeting (one week earlier due to Memorial Day) will be held in Neah Bay from 5-7pm. The intended location is the Makah Marina. Bud will notify us in advance of the meeting if a different location is to be used. The meal will be paid for by director, Sue Wolfe. (Thank for the generous hospitality as always!) There will be no planned pre-meeting activity, but any/all can come out early to hike, shop, go through the museum, etc.

Highway History research/update ... Margaret and Carolyn

No new information at this time.

Society of American Foresters/Washington Chapter ... Joe

A booth location was secured for the May 2-4th event (booth set up on May 2 and meetings on May 3 ... everyone will be out in the field on May 4th). Michelle will take the banner, brochures, bookmarks, directory, ODT Adventure Route, Whale Trail etc. Joe suggested that Michelle bring a laptop so the web site can be on continuous display.

OPVB Tourism Enhancement Grant ... Michelle

The grant request of \$2,000 was approved. The grant funds as well as \$675 in partner funds will pay for design/content updates and printing 10,000 of the Adventure Route brochure.

Duck Derby update ... Sande

Sande will be at Joyce General Store one more Saturday ... May 5th. She will be taking money in on Tuesday, April 24th if anyone wants to send money at that time. All tickets (including unsold tickets) and money must be turned in by Friday, May 11th to Duck Central. The race is Sunday, May 13th at Lincoln Park pond.

Phone book “Red Book” photo usage ... Michelle

The sunrise behind Kydaka Point photo entered in the photo contest by Paul Blake will be used on the cover of the Red Book phone book. Credit will be given as per the contest rules, “Courtesy of the Juan de Fuca Scenic Byway Association.” Michelle will contact Paul Blake to congratulate him and to thank him for entering the photo.

Juan de Fuca Scenic Byway Meeting Minutes ... 4.23.12 ... Page 3

Elwha Film support ... The \$10,000 support goal was met the night before the kick-off party in Seattle. The fundraiser closing amount April 1st was \$12,188 with 167 backers.

Handouts ... FYI ... Wilderness Proposal, excerpts from two books "Trip of the Tongue" by Elizabeth Little ... a cross country trip in search of America's languages (excerpt about the Makah language) ... and "West of Here" by Jonathan Evison ... fictional book (with some resemblance to fact) about the era in 1890's that the Elwha dam was built and 2006 while the deconstruction of the dam was becoming a reality. Mike Doherty mentioned that Jonathan Evison has been in the area to talk about his book a couple of times ... young, energetic, interesting and funny. We might consider including him in some of the events with the upcoming dam removal project.

Clallam County Commissioner Mike Doherty ...

Reported that the funding for the Sekiu Pocket Park has been approved to develop interpretation, seating, and maybe a fishing pier on the county property at the foot of Commercial Street.

Repeated a statistic that the OPVB provided ... every 35 visitor days (international) is equal to one US job.

Washington Extension Service (Clea Rome, new director) is presenting a workshop on the process of growing Shitake Mushrooms.

Beach Clean-up ... Bill

The community and then some participated in a beach, community, and road cleanup on April 21st. Chito Beach resort provided food and music for the crew afterwards with over 60 people in attendance.

Fossil fever ... Margaret

Margaret brought some awesome fossil samples from beaches in the Twin River area (and a few from Slip Point). She told us what they were, where they were found (all on public land) ... to many questions, and oooo's and ahhhh's. Thank you Margaret for sharing.

Next meeting ... May 21, 2012 ... Neah Bay (marina?) ... 5-7 pm

The meeting was adjourned at 6:05 p.m.

Submitted by Sande Balch, Secry

**Juan de Fuca Scenic Byway Association
Monday, May 21, 2012 at Pysht Tree Farm Lodge**

5:00 p.m. Board of Directors Meeting

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

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

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved with one additional item added: OPVB grant request by Clallam Bay-Sekiu Tourism/Ali.

The minutes of the April 23, 2012 meeting were approved. (Carolyn/Alex)

No new activity for the Treasurer's report was available.

Membership Directory Costs ... Sande reported that the final costs for the revisions and printing of 2000 directories was \$225.00 for Laurel Black Design and \$536.91 for printing (\$475 plus \$20 set-up and \$41.91 taxes) for a total of \$761.91.

Membership Drive ... Sande and Michelle will work on getting a few key businesses enrolled as new members this summer, as well as letting existing members know about the new web site opportunities for business promotion. The businesses on the contact list are ... Clallam Bay/Sekiu: Weel Road Deli, Clallam Bay Gas, Compass Rose, Triple Nickle, Cain's Boat Repair, By the Bay Café, McDaniel's Bait, Ray's (Ali will talk to them) ... Joyce area: Harrison Beach Resort, Salt Creek Inn, Salt Creek Farm, Hidden Haven.

Grant FY2008 report ... website/kiosks ... Michelle

Grant FY2011 report ... Elwha gateway ... Michelle

OPVB Grant ... Adventure Route brochure ... Michelle

Michelle sent a note to apologize for not being able to attend the meeting. The North Olympic Discovery Marathon is very near (June 2/3) and a critical meeting for the volunteers conflicted with our meeting. With the marathon and some family health issues, Michelle has had to put some byway matters on hold, but will be back to work in June.

Her written report stated the following:

- ** Elwha Gateway project: the stakeholder meeting for the Elwha project has not yet been scheduled, but contacts are being made.
- ** Society for American Foresters conference: Michelle felt that this was well attended and the byway materials were appreciated.
- ** OPVB Grant/Adventure Route Brochure: Revisions are in progress and a first draft should be available at the June meeting.
- ** Business directories and letters were mailed to the membership.
- ** The spring mailing of brochures to VIC's has been done and new requests are being filled as received.

Juan de Fuca Scenic Byway Meeting Minutes ... 5.21.12 ... Page 2

Society of American Foresters ... Joe reported that there were 130 attendees. People very much enjoyed looking at the scenic byway web site at the event with Michelle present to answer questions and give out maps. The placement of the “booths” in the main room rather than the lower level would have been better for visibility.

Duck Derby ... Sande reported that 28,085 ducks were sold overall. The 112 Scenic Byway Ducks team (our group) sold 219 ducks which should result in shared revenue to the association of approximately \$600.

Milepost Newsletter ... Carolyn will have the newsletter out in June and the next perhaps in August. Any suggestions for this or future newsletters should be emailed to her at considerations@q.com.

Other Business and Announcements ...

OPVB Grant for Visitor Center computer needs ... Ali

The computer system to be installed will cost \$1200 (rather than \$1800). The OPVB grant allowed \$500 for this purpose and \$100 each was contributed by the byway association, Clallam Bay-Seki Chamber, Clallam Bay-Seki Tourism, Straitside Resort, Chito Beach Resort, and Clallam Bay Lions club, totaling \$1100. The difference may be made up by Clallam Bay-Seki Tourism. The project was scaled down to fit the funds available.

Red Book Phone Book ... Sande showed the members the cover to the new “Red Book” featuring a sunrise photo/Kydaka Point by Paul Blake. It also included a Joyce Daze royalty photo by Bob Pensworth.

Washington Scenic Byway Guide ... Beautiful photography and extensive copy were included for each of the scenic byways, both national and state. For future revisions ... text referring to trees being shipped to the water on the Spruce Railroad is inaccurate (refer to Joe for rewrite if needed) ... the caption on a beach photo states that it is “along highway 112,” which is not correct, but can be “accessed” from hwy 112).

Next meeting ... June 25, 2012 ... Family Kitchen in Joyce ... 5-7 pm

The meeting was adjourned at 5:42 p.m. to have dessert. Many thanks to Margaret for her delicious rhubarb/berry cobbler.

Submitted by Sande Balch, Secry

Juan de Fuca Scenic Byway Association
Monday, June 25, 2012 at Joyce Family Kitchen

5:00 p.m. Board of Directors Meeting

Board Members Present: Sande Balch, Bill Drath, Bud Denney, Carolyn Flint, Michelle Little, Joe Murray, Margaret Owens, Bob Pensworth, Diane Schostak, Alex Stevens.
Absent: Ali Baker.

Agenda ... Minutes ... The Board of Directors meeting was called to order by President Joe Murray at 5:20 p.m.

The agenda was approved as printed.

The minutes of the May 21, 2012 meeting were approved. (Alex/Carolyn)

Treasurer's Report ... Bill

Treasurer Bill Drath reported that \$600 had been received from the Duck Derby sales. The bank balance is \$12,772 with an additional \$1000 plus interest in a CD. The board asked that we consider putting more money into the CD at this time. Bill will discuss this at the September meeting for a decision.

Bill also reported that the original account was closed due to the checkbook being stolen and a new account has been opened. Fees to do so involved \$30 stop payment fee and the cost of new checks about \$30. It was approved to pay these expenses from the association account. (Alex/Carolyn)

New Member Acceptance ... Sande

Ray's Grocery has applied for a community membership status. This membership was approved. (Bob/Alex).

Sande reported that there were several potential memberships that could be brought in this summer and asked if they could be approved via email communications so that the information could be included on the web site for the summer tourism traffic. It was agreed that the bylaws allow such activity. The approvals and new member information will be presented at the September meeting so it is then recorded in official minutes.

The idea of staggering the membership renewals was discussed briefly. Some businesses have a difficult time paying the membership fees in the December/January time of year. Many businesses are closed and it is difficult to reach the owners for renewals. Perhaps a database could be set up to remind the membership committee to send out the renewal forms. We need to work up a pep talk and sell these new opportunities to the members. This item will be put on the September meeting agenda.

Grant Kiosks/Website (FY2008) updates ... Michelle

Web page templates/web ads ... Michelle presented forms that will be used for members to request a web site advertisement or to develop a web page as part of the scenic byway www.highway112.org web site. John Gussman will develop 2 or 3 templates for the web pages at a cost of \$300 for each template which will include setting up each web page sold (content and photos). Advertising rates were set at our June 2011 meeting. Web pages will be \$25 to set up and \$10 annually for Associate and Sponsor members. There is no cost for set up or annually for Platinum Partner members. Community

Juan de Fuca Scenic Byway Meeting Minutes ... 6.25.12 ... Page 2

members do not have the option for a web page. Annual fees for the web pages will run one year from date initiated and renewed on the anniversary of that date. Fees for updates/changes will be considered at a later date.

Pillar Point panels ... The two panels for Pillar Point are in draft, one close to final. The panels will be applied to a building wall and framed in wood (similar to the ones at Clallam Bay Park).

Contracts ... Contracts are scheduled for completion in September allowing for seasons of festivals and events to be included (especially videos/photos).

| | | |
|---------------------------|--------|-------------------------------------|
| Web design/development : | \$1950 | John Gussman website edits |
| Web design: | \$3900 | John Gussman photos/videos |
| Web design/kiosks: | \$2000 | Laurel Black website itineraries |
| Web illustrations: | \$2500 | Margaret Owens kids section illust. |
| Web photos/illustrations: | \$1000 | Dave Logan photos |

Postcards ... There have been some issues with the send-a-postcard function on the website. Michelle will send a postcard to all board members and a follow up email to see if it was received. She encouraged each member to use this function to send notes to your family/friends as a way to remind them to visit the website.

Grant Elwha Gateway (FY2011) report ... Michelle

Michelle is working on setting up a stakeholders meeting, hopefully in July. Those who have commitments to the Elwha Gateway project and/or have an interest in the project will be invited. A project schedule will be established at/after the meeting. The NPS/ONP has six directional/3 permanent interpretive signs in place. They are interested, but not a key stakeholder (no commitment to match).

Great Strait Sale ... Sande

The date and time for the 5th Annual Great Strait Sale will be Saturday, September 8th from 9am-4pm. The first press release will come out mid-July to announce the date, followed by at least one press release in August to announce flyer ad deadline, and then another in September just prior to the sale as a reminder of the event. The event will be posted on the highway112.org web site, community calendars and the Clallam Bay reader board. Emails will be sent to members and other interested people each time a press release is sent out. Posters will be put up in August. Flyers will be available at Wagner's and online in advance of the sale and then at all community sites on the day of the event. Any opportunity to participate in radio announcements will also be utilized. A garage sale ad will be placed in the PDN and Forks Forum the week of the event.

Sande also asked about having Food Bank donations at the community sites. It was agreed that it would be up to the committee and the community site supervisors as to whether this was doable.

The members also suggested: PDN interactive web site, NPR radio web site, community portal web site (Neah Bay), KONP and Forks radio stations, Facebook, reader board(s), OPVB promotion, 3 small ads to promote (what people are selling, create byway interest). It was also suggested that we get classic car/biker clubs to participate.

Grant Adventure Route (OPVB Tourism Enhancement Grant) update ... Michelle

The first draft is being reviewed. The map of trails revisions is being worked on by Laurel Black and Rich James. Things yet being considered ... using waterproof paper (Tyvek), brochure racks at trail heads, partner recognition, distribution.

There were also some comments on the biking map ... has Lake Aldwell been removed (should be considered on Adventure Route map as well), do we have copies (Michelle has ½ box to distribute), consider distribution to the Gateway VIC (at Hood Canal Bridge area)/Depot Museum/OPTC (at August meeting).

Fall Meeting Schedule ... Sande

September 24 ... Neah Bay

October 22 ... Blackberry Café (or Family Kitchen)

November 19 ... Pysht Tree Farm Lodge

Milepost Newsletter ... Carolyn

Carolyn commented that the Milepost has evolved into a communication for both the members/industry and the visitors/consumer. She feels that one publication cannot address the needs of both groups. Carolyn suggested that we have the Milepost in the tan color for the association/members (the original purpose) and another publication in a different color with the tourist information. Both could be on the web site as well as in print. If we provide the paper (colors), the copies can be made at the OPVB. Perhaps there could be a place on the web site for people to sign up to receive the newsletter(s).

The board agreed by consensus to allow Carolyn to follow her instincts and create appropriate newsletters. The result will then be discussed at a meeting in the fall to offer suggestions or ask questions.

Carolyn also commented that there is an article in the current newsletter talking about the web site home page and the photo gallery. Sections of the web site will be highlighted each edition.

Other Business or Announcements ...

Diane, OPVB, shared a copy of the new Elwha River Restoration brochure ... the map no longer shows lakes on the Elwha River. 10,000 copies were produced. Prior to the meeting, Diane emailed a copy of the O.U.R. (opportunities, updates, requests) report to the Olympic Peninsula Tourism Commission to give us an idea of the marketing efforts in Clallam County and the surrounding areas. She also shared a beautiful quilt hanging she has completed that is called "Winter Color".

Bob Pensworth reported that he takes information to the merchants at meetings in Long Beach. If anyone has printed information they would like to have shared/distributed at these meetings, Bob would need 40-50 copies.

Next meeting ... September 24, 2012 5:00pm ... Neah Bay

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

Submitted by Sande Balch, Secry