

## **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

## **Juan de Fuca Scenic Byway Meeting Minutes ... 1.30.12 ... Page 2**

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 27<sup>th</sup>, 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](http://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

### **Juan de Fuca Scenic Byway Meeting Minutes ... 1.30.12 ... Page 3**

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

### **Juan de Fuca Scenic Byway Meeting Minutes ... 1.30.12 ... Page 4**

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 13<sup>th</sup> or May 20<sup>th</sup> which would mean that the sales of tickets would begin either April 13<sup>th</sup> or April 20<sup>th</sup>.

### **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 15<sup>th</sup>. 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.

## **Juan de Fuca Scenic Byway Meeting Minutes ... 2.27.12 ... Page 2**

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 26<sup>th</sup> 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 5<sup>th</sup> 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 13<sup>th</sup> so ticket sales will begin April 13<sup>th</sup>

**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 30<sup>th</sup> or May 1<sup>st</sup> 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 13<sup>th</sup> with sales beginning April 13<sup>th</sup>. 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-Seki 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-Seki chamber and the Clallam Bay-Seki 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 31<sup>st</sup>. 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.

## **Juan de Fuca Scenic Byway Meeting Minutes ... 3.26.12 ... Page 4**

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](http://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](http://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](mailto: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 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 21<sup>st</sup> 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 2-4<sup>th</sup> event (booth set up on May 2 and meetings on May 3 ... everyone will be out in the field on May 4<sup>th</sup>). 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 5<sup>th</sup>. She will be taking money in on Tuesday, April 24<sup>th</sup> if anyone wants to send money at that time. All tickets (including unsold tickets) and money must be turned in by Friday, May 11<sup>th</sup> to Duck Central. The race is Sunday, May 13<sup>th</sup> 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 1<sup>st</sup> 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 21<sup>st</sup>. 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, Secy

**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](mailto: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](http://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 5<sup>th</sup> Annual Great Strait Sale will be Saturday, September 8<sup>th</sup> 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

**Juan de Fuca Scenic Byway Association**  
**Monday, September 24, 2012 at Warmhouse Restaurant, Neah Bay**

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

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

**Agenda ... Minutes ...** The Board of Directors meeting was called to order by Vice President Alex Stevens at 5:20pm.

The agenda was approved as printed. (Diane/Margaret)

The minutes of the June 25,2012 meeting were approved. (Diane/Michelle)

**Treasurer's Report ...**

Bill Drath was ill and not in attendance. His reports will be submitted at the October meeting.

**New Member Acceptance ... Sande**

Four new members were accepted by email vote in July:  
Compass Rose/Clallam Bay/Associate Member, By the Bay Café/Sekiu/Associate Member, Cain's Auto and Marine Service/Clallam Bay/Community Member, Weel Road Deli and Espresso/Clallam Bay/Sponsor Member.

One new member was accepted by email vote in September:  
LoraBelle Boutique/Joyce/Community Member.

**Membership Renewals ... Sande**

It was decided to ask members at this renewal period if a date other than January 1<sup>st</sup> would work better for them to renew (based on money available, business open in the winter months etc.). Members will be allowed to elect a preferred renewal date if this does not work for them. Membership fees will be pro-rated to fit this new renewal time. (Caroline/Diane).

We might want to check into PayPal online for renewals. We might also consider having the business directory online as a pdf rather than printing. The directory then could be emailed out and changes to the directory emailed as they occur. A printed copy could be mailed to those without email.

**Grant Kiosks/website (FY2008) updates ... Michelle**

- Kiosk panels on Forest Terms and Logging Camps are not yet complete. These will be mounted on a building wall so if one is complete it can be put in place without waiting for the other to be completed.
- Web page templates are available. There are five memberships that have shown an interest in establishing web pages.
- Ads on the web site have been promoted, but to date none have been contracted. Two recreation businesses (not on hwy 112) have shown interest.
- The "join our mailing list" has been added to the Contact page.

## **Juan de Fuca Scenic Byway Meeting Minutes ... 9.24.12 ... Page 2**

- A “quick button” for the Great Strait Sale was added to the home page.
- The contracted work for videos and additional photos are nearly completed.
- Itineraries are being developed ... History/Culture, Recreation, Wildlife, Working Forest.
- Kids pages for the web site are in draft form. The pages will appear so that the pages can be “flipped/turned”. The pages will be in pdf format and may be printed as a group or by each individual page.

Michelle was authorized to check into prices to print 50/100 of these pages in some type of “book” form. (Carolyn/Bud). Distribution will need to be discussed. Perhaps we could get a small grant to print and sell to members to resell.

### **Grant Elwha Gateway (FY2011) report ... Michelle**

Michelle proposed that Laurel Black Design be hired to work on the interpretive aspects of the grant. LBD has extensive experience working with this organization on the logo design, sign design, byway brochure, business directory and web site projects. LBD also worked with ONP on the Elwha Restoration materials and logo design and with Clallam County on the Elwha Bridge booklet. This was approved and Michelle was given authority to review the proposed bid and determine that it is within the budget and covers the required work, and then authorize the contract to be signed. (Bud/Carolyn) Joe Murray recused himself from this vote by proxy as he was not present at the meeting.

Discussion with interpretive partners concerning the scope of the project and how to move forward will be the first step. The interpretive partners to be invited will be Juan de Fuca Scenic Byway Association, Elwha Tribe, Clallam County (with ONP as a resource), interpretive contractor and Michelle. The site design partners will be Juan de Fuca Scenic Byway Association, Clallam County and Michelle (interpretive contractor will also be included to gather information on how the site design affects the interpretive presentation.)

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

Sande reported that the sale was well attended both by vendors and buyers, the weather was perfect, and people seemed to really enjoy themselves at the sale this year.

Expenses totaled \$67.70 for a PDN ad, copies, and postage.

Income totaled \$162.00 including 11 ads@ \$10 each and sale of baked goods.

There was some competition for attendance with the Sprint Boat Races and the Bear Creek Chili Cook-off also taking place the same day, but the dates for these events varies each year. The Great Strait Sale will remain on the second Saturday in September to be consistent with our previous sales and to take advantage of the better weather as opposed to later in the month.

### **Tourism Summit ... Diane**

The OPVB organizes this each year. Attendance usually runs about 100-120 participants. The event will be Monday, October 22 from 8am-4pm at the Port Angeles Red Lion. It was approved to pay the \$165 registration and table fees (two people) to take byway information to this tourism event. Michelle and another person (perhaps Carolyn) will attend to promote the Strait of Juan de Fuca Scenic Byway Hwy 112. (Carolyn/Bud).

## **Juan de Fuca Scenic Byway Meeting Minutes ... 9.24.12 ... Page 3**

### **Grant Adventure Route (OPVB Tourism Enhancement Grant) ... Michelle**

The map/brochure has been revised and is ready for print. Payments from our funding partners in this have been mailed to the PO Box.

### **Milepost newsletter ... Carolyn**

Two separate letters should be considered ...

- one for the stakeholders/industry ... this could be emailed
- another for the visitors/consumers ... this could be printed

The newsletter to the industry could be done on a more frequent basis than the one for the visitors (3-4 times a year). Diane suggested that a pdf be sent out the OPVB mailing list of about 9000 recipients. The next scheduled letter(s) would be in October.

### **Other Business or Announcements ...**

Sande purchased a copy of the short film titled "River as Spirit" which is an aerial view of the Elwha River from headwaters to mouth with spoken Elwha language (and subtitles) and Indian flute music. The copy will be shared with the board and then donated to the Depot Museum library.

The group thanked Bud, the Makah Tribe, and the staff at the Warmhouse for their hospitality in hosting this meeting and providing a delicious meal and a site with an awesome view of the harbor.

### **Next meeting ... October 22 ... Blackberry Café, Joyce**

The meeting was adjourned at 7:15pm  
Submitted by Sande Balch, Secy

**Juan de Fuca Scenic Byway Association**  
**Monday, October 22, 2012 at Blackberry Café, Joyce**

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

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

**Agenda ... Minutes ...** The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as printed. The minutes of the September 24, 2012 meeting were approved. (Michelle/Margaret)

**Treasurer's Report ...**

Bill Drath was not in attendance. Sande reported that \$50 for assistance in securing insurance for the Clallam Bay Haunted House was approved by email vote.

**New Member Acceptance ... Sande**

One new membership application was presented for approval ... Olympic Raft and Kayak as an Associate member. Morgan Colonel is the new owner. This is the only kayak/raft business, as an ONP concessionaire, that is permitted to operate on the Elwha. The membership application was accepted. (Ali/Margaret)

**Membership Renewals ... Sande**

Sande was requested to mail out renewal notices in the form of an invoice to those members at a paid level. Community members would receive only the renewal form for updated information and the option of upgrading their membership level.

Sande noted that three board members have new email addresses:

Ali Baker/Chito Beach ... aliloubaker@gmail.com

Bud Denney/Makah Tribe ... bud.denney@makah.com

Bob Pensworth/CresComm ... rpensworth@crescommwifi.com

**Grant Kiosks/website (FY2008) updates ... Michelle**

Michelle noted that contracted items are near completion. She will provide a wrap-up report at the November meeting.

The kids' activity pages designed by Margaret Owens are on the web site now with one page missing that depicts the Makah Museum. Greg Colfax has offered to render a sketch of the female "welcoming figure" (Greg carved the figures). He may charge \$150 for this service. Michelle would like to have him sign the sketch. We would be honored to have this additional and well-known artist participate in the project. Michelle was given authority to pay up to \$150 to Greg Colfax upon receiving a drawing from Greg. We will need a release to use/own the drawing without paying a royalty to the artist in the future. Approved (Michelle/Carolyn). Concerning print costs for a small run of activity books ...

- Olympic Printers cost would be \$320/100 or \$477/200 plus tax and set-up.  
11x17 folded, stapled in middle, 80# gloss (we would want gloss for cover only, not inside pages so cost may be a little less).
- Check Staples and/or Office Depot for costs

Check cost to print ourselves and assemble

A short discussion of the “Miles of Smiles” kids’ activity pages produced the following ideas:

- Have each area/community along Hwy 112 print the pages that pertain to the area and use as handouts, coloring pages, etc.
- There could be coloring contests by area and/or for the entire byway.
- Pages could be collected by visitors at each area to make up a “book”.
- Perhaps it would be permissible at some point in time (1 year out from grant closing?) to print the books and sell them to retailers at our cost and then they could be sold for a small profit for the businesses ... even if they cannot be sold for a profit by the byway association. Sande will look into the NSB/FHWA rules about selling items to see if it just applies to making a profit. Carolyn volunteered to help in deciphering the “government-speak.”
- Distribution should be discussed seriously before any printing takes place.

### **Grant Elwha Gateway (FY2011) report ... Michelle**

At the September meeting Michelle was authorized to accept a proposal from Laurel Black Design if it met our budget and scope of project needs. Michelle indicated that the proposal was accepted and Laurel Black Design is at work. The first meeting of the interpretive committee was October 18<sup>th</sup> with Michelle, Laurel Black, Diane Schostak, Sande Balch, Wendy Sampson (Elwha), and Mike Doherty (County Commissioners) in attendance. It was a good meeting and proved to be a group that will work well together. October 31<sup>st</sup> will either be an on-site field trip/tour to look at the layout and changes of the area or a working meeting for interpretive planning. Another meeting will follow soon after.

### **Adventure Route Brochure/OPVB grant ... Michelle**

The revisions have been made. Once a decision on paper stock is made it will be printed.

### **Clallam Bay VIC computer/OPVB grant ... Ali**

The original estimate for the computer system with printer was \$1800. Dell had a sale for the system meeting the chamber needs for \$1200 leaving only \$100 not paid by OPVB grant (\$500) and partners (\$600). Clallam Bay-Sekiu Tourism bought the Microsoft writing program. The computer will be for staff/business only and will be password protected. The old computer has been cleaned up and updated to be used in some way.

### **Tourism Summit ... Michelle/Carolyn**

Michelle and Carolyn attended the Tourism Summit organized by the OPVB staffing a booth/table (\$165). There was a lot of interest in the Strait of Juan de Fuca Scenic Byway booth, equal to or better than other booths at the summit. They spoke with one potential future member. The summit was presented in a very professional manner.

The area of most interest in the presentations was social media. Carolyn commented that we need to begin being involved in this, by small steps at first, to keep in touch with the young people. Michelle mentioned YouTube for sharing our videos although concerns about comments would mean this would need to be monitored.



Of all the social media, geo-caching was of most interest. Here are some comments concerning geo-caching in general and how it might work on the byway:

- Engage, entice, treasure hunt game, clean family fun, for all ages
- International interest, some travel the world to “play”
- Demographics 50% have an income of \$160,000 or more, 25-35 age group
- A GPS or SmartPhone uses coordinates to bring you within 20-30 feet of cache
- Once box is located, sign in on log book, take a “trinket” and leave a “trinket”
- Mostly self-sustaining, on the honor system
- Cache in, Cache out, don't leave footprints (no garbage, damage)
- Cost would be the box, trinkets, log book, maintenance
- Log book could be a Rite-in-Rain which uses a #2 pencil
- Several on hwy 112 already, locate existing sites so know where to place more.  
**Existing sites to be mapped and if there is one/are some near Pysht, the board will test the idea out by trying to find it next month before the meeting.**
- Advantage is that people have to physically come here to participate
- Choose a marketing theme(s) to start ... history, wildlife, etc ... with info in boxes
- Could put “coupons” in boxes to be used at local businesses
- Could provide a passport book on the web site, geo-cache places where you want people to go, have stamps or stickers for passport book, reward with coupon/discounts etc.
- Places must be accessible by phone/GPS, reception might be a problem
- Reason to do? Entice people. Then what? Start small. Learn how it works. Develop/change/add more. Perhaps have special /seasonal/holiday themes.
- Sequim is setting up geo-cache for 100<sup>th</sup> Anniversary. They will develop a community medallion to use/
- NPS is heavily involved in geo-caching.
- Heavy medallions can be made (a little expensive) ... some can be put in caches, others sold, or used as a reward when a full area/trail/passport is completed.
- Wooden disks can be made with a logo/message on them ... maybe even a set to collect. **Michelle will check on the cost of doing this.**
- Can have difficulty levels ... GPS a site which has clues, but no coordinates, to the next site.
- One key to being effective is maintenance ... box in place, trinkets actually inside, box in good condition/not wet inside. Cachers leave comments on web sites for good or bad things they come across. Good comments bring more people. The comments can be monitored to discover problems.

### **Milepost newsletter ... Carolyn**

Drafts of the visitor and membership/community newsletters were reviewed and comments given to Carolyn for corrections/changes. The new format is exciting ... visitor newsletter will be printed and distributed and also archived on the web site ... membership/community newsletter will be emailed (mailed to some) and archived on the web site.

**Other business or announcements ...**

**November meeting ...**

The November 19<sup>th</sup> date, the Monday before Thanksgiving, will not work for Joe or the Tree Farm facilities. The meeting date will be moved to our more common meeting date of the fourth Monday, November 26<sup>th</sup>. This meeting will be a potluck with some social time included as the last meeting prior to the holiday break. Sande will send out a sheet for people to sign up for a “planned” potluck.

**Board term expirations ...**

Terms expire for Joe, Bill and Diane on December 31<sup>st</sup>. All three have agreed to continue on the board of directors for another three-year term. Joe is willing to be on the board ballot for President and Bill for Treasurer as well.

**Festival of Trees ...**

Sande is working with Joe Murray for Merrill and Ring and Bud Denney for Makah Tribe to establish what the premium offer will be for the Festival of the Trees this year. That information will be sent to Bruce Skinner. The Festival of Trees will be the weekend following Thanksgiving.

**Chito Beach seasonal ...**

Ali announced that Chito Beach would be seasonal starting this year. The resort will be closed from December 1 to April 1.

**Next meeting ... November 26<sup>th</sup>, Pysht Tree Farm Lodge ... Potluck**

The meeting was adjourned at 7:00pm

Submitted by Sande Balch, Secy

**Juan de Fuca Scenic Byway Association DRAFT, NOT YET APPROVED**  
**Monday, November 26, 2012 at Pysht Tree Farm Lodge**  
**5:00 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, Alex Stevens. **Absent:** Diane Schostak, and Bob Pensworth.

**Agenda ... Minutes ...** The Board of Directors meeting was called to order by President Joe Murray at 5:15 p.m. The agenda was approved as printed. The minutes of the October 22, 2012 meeting were approved with one correction (Page 3, demographics of the geocachers, average income \$60,000, not \$160,000). (Carolyn/Alex as amended)

**Treasurer's Report ...**

- ✓ Bill Drath presented a report for 2<sup>nd</sup>/3<sup>rd</sup> quarter income/expenses with a new column to show grant pass-through funds (money fronted by association and reimbursed by grant funds). The report was accepted. (Alex/Bud)
- ✓ The cost of the new checks was \$63.05.
- ✓ The Washington State corporate registration has been completed (\$10 fee) showing four officers for the Association.
- ✓ It was decided, that since the interest percentages are so low, no additional money will be put into CD's at this time. This will leave funds available for any pass-through grant needs.
- ✓ A new year-to-date spreadsheet was discussed. Bill will work with this to develop a new report format which will be presented at each meeting.

**Funds for Membership Renewal Mailing Expenses ... Sande**

Sande asked if the expenses for membership renewal (envelopes, mailers, stamps) about \$30 should be taken from Michelle's supply or turned in separately to be reimbursed. It was approved to have these expenses up to \$40 turned in separately. (Alex/Ali)

**Other Registrations/Reports ... Sande**

Sande reported that she has registered the Association with the federal system that allows us to receive federal grant money. The system was called CCR (Central Contractors Registration) but now has morphed with other systems and is called SAM (System for Award Management).

The next report that is due is to the IRS for non-profit/charitable organizations. It is due by the 15<sup>th</sup> of May each year (as long as our fiscal year ends on December 31<sup>st</sup>).

There was a short discussion about keeping the Board informed and aware of the technical and reporting requirements of our registered organization. It is important to have more than one person clued in as backup could unexpectedly be needed.

**New Member Acceptance ... Sande**

There are no new membership applications at this time.

### **Membership Renewals ... Sande**

As per board instructions, an invoice was mailed to all members at a paid membership level. A total of 53 membership notices were mailed and the remaining community members received an email notification. Seven paid renewals had been received by mail.

### **Grant Kiosks/website (FY2008) updates ... Michelle**

Michelle reported that Bruce/Clallam County Parks is finishing the final panel and will pass the draft to Joe for review and also for a request of photos from M&R.

The website videos are in the works with more work being done on scripts/voiceovers. More work is also being done on the kid's section to give the presentation more interest.

### **Grant Elwha Gateway (FY2011) report ... Michelle**

Michelle reported that the Interpretive Team for the Elwha Gateway project has had two formal meetings and one field trip. It is possible that the contractors will have completed their work by late spring. Another Interpretive Team meeting will be held on October 29<sup>th</sup>. Good resources are being found for the booklet and panel text information.

The field trip revealed that the entire treed area in the center of the drive-around has been leveled. This may work to our advantage as all the digging has already been permitted and done and it gives us more options in landscape design. It was also noted that the area is very expansive and the kiosk area must not appear to be "small" in this large area. Rich James/Clallam County Roads is excited about this project and future project ideas for the area.

Joe noted that M&R has aerial photos showing the area pre-work and current conditions that might be helpful. M&R also could provide trees (cedar, hemlock, fir) for planting. Joe and also Bill could provide 12-inch pots and Chito Beach could provide soil. The trees could be potted and left at Pysht until it is time to plant them.

### **Adventure Route Brochure/OPVB grant ... Michelle**

Michelle reported that the brochure is ready to go, but is being held up until the proper paper is received. Write-in-Rain paper was considered, but the map does not require any writing on it. A waterproof paper will instead be used. People will be encouraged to save/pass on their copies. It was suggested that a drop box be provided for people at the trail so the maps could be returned when users exit.

### **Geocaching ... Michelle**

This is of great interest to people in general and to the Association in providing geocaches. These comments were made in discussion:

- ✓ Hiker users and walker users are very different groups of people
- ✓ The Association should provide geocaches that are very accessible from hwy 112  
Pull off highway and find with little walking/hiking to access
- ✓ A cache needs a name, who is providing, a date and difficulty level to be promoted
- ✓ Attributes also help ... dogs permitted/ATV permitted/kid friendly/view/permit or pass needed/special gear/hazards/facilities available etc.
- ✓ A theme is common ... historical, natural, etc.

- ✓ Could have geocache with interpretive message to see tree/waterfall/view/historic
- ✓ Permission by the landowner should be granted before a cache is placed
- ✓ Concern ... Association and landowner liability
- ✓ Concern ... car GPS would be more likely to have coverage as opposed to phone
- ✓ Create our own tour, our own rewards (\$5-10K to have it done for you)
- ✓ Sequim had a centennial geocache like a treasure hunt, find one cache which had a clue to lead to the next. When tour was completed, received a 100-year coin
- ✓ Younger set gets them off the couch, get them outside, gets them here ... median income about \$60,000
- ✓ Caches could have coupons for businesses
- ✓ Check out geocache.com website, set up an account if you wish, check out store
- ✓ Members could have caches or suggest a place for a cache
- ✓ Members could be asked to host/maintain a cache
- ✓ "Wooden Nickels" run about 85¢ for etched and 19¢ for stamped

Michelle will set up a date to check out some existing sites near Hwy 112. Those expressing interest in participating were Michelle, Joe, Carolyn, Alex, and Mary Brelsford. The group should have trinkets to add to the cache and a GPS to use.

### **Financial Report Format ... Sande**

The format was discussed with the Treasurer's Report. Sande expressed a concern that the Board is not informed of/knowledgeable in the legal requirements, financial reporting, and budget and financial needs of this organization. At any time, the elected officers who have been performing these tasks since the formation of the Association could move, leave the board or otherwise not be able to carry out the tasks. For the sake of sustainability of the organization, members of the Board need to be aware of these issues.

Knowing the expected income and expenses would help to make decisions on policy for the types of efforts that the Association can back/fund. Without the grant funds to help with the cost of administrative needs, the principal of the Association funds will slowly diminish. This must be considered when looking at funding requests. This will be discussed again in February when we have a full year financial report to review.

### **Milepost Newsletter ... Carolyn**

Carolyn welcomes comments on the new format of two separate newsletters ... one for the byway community and one for the visitor. Carolyn will prepare a message to be sent out requesting comments and Sande will email to the membership.

Internal newsletter ... after January meeting

Include: elections (board and officers), Festival of Trees report, Duck Derby coming up/buy ducks from a board member to support the Association as well as the Olympic Medical Center Foundation

Visitor newsletter ... March or April

Include: festivals, derbies, etc.

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

**Whale Trail Solicitation ...** Fundraiser request from the Whale Trail ... The Association will not send any solicitations to our membership, but we can send this out individually.

**Meeting Schedule for 2013 ...**

Jan 28 ... Joyce, Family Kitchen ... Membership meeting  
Feb 25 ... Pysht  
Mar 25 ... Joyce, Blackberry Café  
Apr 22 ... Sekiu/Clallam Bay or Neah Bay  
May 20 ... Neah Bay or Clallam Bay/Sekiu  
June 24 ... Joyce

Bud will consider if Neah Bay will host a meeting and, if so, which month ... Apr/May/Sept.

**Clallam Bay Haunted House ...** Ali reported that the Haunted House raised \$956 for United Way in two nights and ½ day resulting from donations of \$350 and door tickets. It was a huge success despite the rain. James Mason, creator, took good care of the building and had a REALLY scary house.

**Port Townsend Bike Association ...** Michelle reported that the bike map for Jefferson and East Clallam counties (Hwy 112 as far as Joyce) needs to be reprinted. In the past we helped with funds and had the Association logo then included on the map. Perhaps a link from our web site and/or a pdf download could be included.

No formal request has been made to date for the reprint. This project should seek funding from the OPVB Tourism Enhancement Grant process as well/instead.

It was decided that we should develop an “application form” so there is a consistent method for people to use in requesting funds.

**Puget Sound Partnership ...** A request for ideas of what makes this area great to be used in area promotion was received just recently. The deadline is December 1<sup>st</sup>. Michelle will reply that this was not enough notice to participate. The question was asked if we are considered to be part of Puget Sound promotion.

**NOTES ...**

Ali will be in Arizona January and February during part of the resort closure.  
Sande will be in Puerto Rico Dec. 18 – Jan. 10.

Congratulations to the board members ... great potluck meal for our last 2012 meeting!  
And thanks to Joe for the nice fire at the Lodge.

**Next meeting ... January 28 ... Membership meeting ... Joyce Family Kitchen**

The meeting was adjourned at 7:00pm (Alex/Margaret)  
Submitted by Sande Balch, Secy