

## **Juan de Fuca Scenic Byway Association Monday, January 28, 2013 at Family Kitchen, Joyce**

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

### **5:00 p.m. Annual Membership Meeting**

There were no questions about the organization from those in attendance. It was announced that Bob Pensworth submitted his resignation from the Board due to his job taking him out of town too frequently for long periods of time. Joe Murray, Bill Drath, and Diane Schostak were nominated to new three-year terms on the Board of Directors to run from January 2013 through December 2015. There were no further nominations. The nominees were unanimously elected to the positions. (Alex/Carolyn) The annual meeting was adjourned at 5:10 p.m. (Diane/Michelle)

### **5:10 p.m. Board of Directors Meeting**

#### **Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:10 p.m. The agenda was approved with the addition of "other business" items added ... Post office closures, Whale Trail, Paul Trettevik's death. (Bill/Alex)

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

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

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

The minutes of the November 26, 2012 meeting were approved. (Alex/Bill) Treasurer Bill Drath noted that the end-of-year balances were: Checking account \$9,368.50 (with \$5,000 to be reimbursed from the grant very soon which would bring the balance to \$14,368.50) and CD \$1,051.38. The new reporting format (two pages to cover the year) was approved (Alex/Carolyn). The February meeting report will show expenses and income for the period January 1-31<sup>st</sup>.

#### **New Members ... Membership Drive ... Milepost Business Directory ...**

Sande reported that there were no new membership applications. Lists of members who have renewed and those yet to renew were discussed. Sande will continue to contact those yet to renew. It was agreed that the Milepost Business Directory will be formatted and printed this year as it has in the past. It was the general consensus that we may want to continue this printed brochure into the foreseeable future as it is used by visitor centers and businesses to help visitors know what amenities and services are available. Despite the tendency to place information only on the web site, this print piece still has a purpose and value. Sande will begin work on updating the information for the business directory and sending that to Laurel Black Design for reprint.

**Grant FY 2008 (website, kiosks) update ... Michelle**

Michelle reported the following:

- Kids pages (15 total) are completed except for the Makah Museum page which is waiting on an image of the welcoming figures to be drawn by Greg Colfax, carver.
- Two itineraries are complete (Recreation and History/Culture), one in draft form (Wildlife/Photography), and one yet to be written (Working Forests).
- Photos have been archived in 5x7 color prints in notebooks in order to have an easy way to review photos that can be used for Hwy 112 promotion.
- Website pages (by templates), advertising, business listing photos/logos, and a "Join our Mailing List" are all available now.
- Videos for the web site are in the works for Scenery, History, Culture, Activities. The filming is complete with the scripts and narration being fine-tuned.
- A complete overview of the website and schedule of updates has been created so that the person responsible for the web site can assure that the website stays current.
- The panels for the Pillar Point park are yet to be installed. The "Forestry Terms" panel is complete and the "Logging Camps" panel is in draft and still needs a few additional photos.

**Grant FY 2011 (Elwha Gateway) update ... Michelle**

Work has begun on the Elwha River: Interpretive Gateway Project. In 2013 the interpretive booklet and drafts for the interpretive kiosks will be complete and the property at the site will continue to be evaluated and designed for the Gateway.

- Laurel Black Design was hired for the development, design, layout, copy writing and editing, illustrations, maps and photos, and booklet print production for the interpretive pieces of the project.
- An Interpretive Committee of key stakeholders (Byway Association, Lower Elwha KlallamTribe, Laurel Black Design, Clallam County and Michelle as project manager) were identified to provide reference material and overview of the interpretive material for the booklet and kiosks.
- The booklet outline will be ready for committee review in February and is scheduled to be completed by June 2013. The kiosks are to be finished yet in 2013 but will not be available for installation until the property is vacated by the dam demolition crew and the site preparation is completed. The entire project should be completed sometime in 2014 if the contractors complete their work early.
- Diane will take photos of the interpretive kiosk area at Sol Duc for ideas.

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

- The popular Adventure Route (part of the Olympic Discovery Trail) brochure and map has been completed and is ready to be picked up. The project was completed with an OPVB grant and funding from the byway association and other partners. It was printed on waterproof paper this time so it can be reused. It is also available as a pdf on the byway website. It was suggested that a drop box be installed at the trail entrance so that maps could be returned when users exit. Michelle will ask the County about installing a box at the Hwy 112 trailhead.
- Board members expressed concern about misuse and vandalism of the trail.

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

Those interested are encouraged to explore the geocache.com website. A field trip for board members and other interested parties to try out geocaching will be set up soon.

- The Olympic Peninsula Tourism Commission will let each interest group take the lead on geocaching rather than one big investment/oversight.

### **Meeting dates/locations ... Feb through June**

These dates are still valid. It is yet to be announced if a meeting will be held in Neah Bay and, if so, if that meeting will be in the spring or fall.

### **Newsletter article suggestions (internal) ... Carolyn**

Suggestions were given to Carolyn for the membership/internal newsletter to be published prior to the February meeting. Some of those suggestions were:

- Election of board members and officers
- Duck Derby ... buy from byway people
- ODT run on Adventure Route April 13
- Grant info update

### **Festival of the Trees Report ... Sande**

"Premiums" were generously provided by Makah Tribe (overnight stays at Hobuck Beach, meal, and guided museum tour) and Merrill and Ring (personal guide of tree farm area and lunch) resulting in a return of \$1,050 this past November. This is a large share of the byway organizations income each year.

### **Clallam Bay-Sekiu request for funds to print brochure ... Sande (via Ali letter)**

The Clallam Bay-Sekiu Chamber/Tourism is applying for an OPVB grant to reprint 20,000 copies of their brochure for a total cost of \$2366. They are requesting \$1700 from the grant, \$100 from the byway association and will seek funding for the remaining \$566 within their own community. It was approved to pay the \$100 for this project. (Alex/Carolyn)

- Diane, board member representing the OPVB/Clallam County Tourism, suggested that having separate brochures for Neah Bay, Clallam Bay-Sekiu, and Hwy 112 is expensive, redundant, and takes up a lot of rack space. She would like to see these three entities join together to make one brochure to represent the scenic byway communities. The board agreed this should be looked into.

### **Other Business or announcements ...**

**990E filing with IRS ...** Sande has not completed this yet upon return from vacation, but will file the report before the February meeting. The deadline is May 15<sup>th</sup>.

**Post Office closures ...** Carolyn encouraged everyone to attend the February 12<sup>th</sup> meeting in Joyce (mid-afternoon) to speak up about the proposed closure/reduced hours/private contractor change to the Joyce Post Office. If 60% do not respond to the inquiry, the community will not have a choice in the proposed actions. If the post office closes, it will not only be an inconvenience, but will cause Joyce to lose its identity by losing the zip code. There are 1,000 families and 200 boxes (180 rented). Joyce is quite unique in that the post office is in a store. It is part of the make-up and tradition of the community.

**Whale Trail ...** Donna Sandstrom announced that the Whale Trail has the opportunity to have a corporate sponsor. A product called "Whale Tail Chips" (California) is seeking distribution points in the Washington/Oregon areas. The owner has offered the Whale Trail 5% (as a broker fee) for sales from Washington/Oregon stores that agree to sell the Whale Tail products. When the plan/process is in place, Donna will let us know how we can help with this.

Donna also mentioned the possibility of doing auction/sales via eBay to raise funds for the Whale Trail organization ... [givingworks.ebay.com](http://givingworks.ebay.com). Another source for this kind of fundraising/donation is PayPal's [missionfish.org](http://missionfish.org).

A group of young people working with the WCC (Washington Conservation Corps) volunteered to do cleanup work for the Whale Trail in our area. They were connected with Clallam County/Salt Creek as one of the main Whale Trail viewing sites. Michelle and Sande were asked to meet up with them one of the work days and make them feel welcome with snacks/treats. The crew of six was most appreciative for the special treatment, the food, and the hot coffee. It was an interesting and informative afternoon for crew and for Sande and Michelle.

**Paul Trettevik death ...** Sande noted that Paul Trettevik died November 16<sup>th</sup> (Paul and Maxine owned and operated Trettevik's RV Park and Campground at Shipwreck Point on Hwy 112 for many years).

**Elwha Unplugged:** Margaret announced that there will be an event at the Bar Hop Brewing in Port Angeles Tues. Feb. 26<sup>th</sup> 6:30-8:00pm. It is an informal public gathering celebrating the marine life of the Elwha and featuring images from John Gussman.

**Return of the River ... Elwha documentary ... John Gussman/Jessica Plumb ...** The documentary team has grown with addition of composer Jonathan Heidle, animator Drew Christie and an assistant editor to work with Jessica. John continues to film.

There will be a screening party in Manhattan on February 17th and while they are there they will interview former Senator Bradley of New Jersey who championed the restoration of the Elwha River. John and Jessica will also travel to Washington DC to meet with environmental lawyer, Tom Jensen, who is well-known in the Northwest.

**Chinese news featured Elwha ...** Carolyn noted that the Chinese news ran a half-hour show featuring the removal of the Elwha Dams.

**OPVB brochure ...** Diane distributed copies of the new Olympic Peninsula Travel Planner. Copies are available in bulk at the OPVB office.

The meeting was adjourned at 6:37 p.m. (Alex/Carolyn)

Minutes submitted by Sande Balch, Secry.

## **Byway Association**

**Monday, March 4, 2013 ....** (Postponed from February 25, 2013)

### **Pysht Tree Farm Lodge**

**Board Members Present:** Sande Balch, Bud Denney, Michelle Little, Joe Murray, Margaret Owens, Alex Stevens. **Absent:** Ali Baker, Bill Drath, Carolyn Flint, Diane Schostak. **Guest Present:** Harry Bell, Green Crow/Society of American Foresters

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

#### **Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved with the addition of Brochure Mailing Co-op, Clallam Bay-Sekiu Chamber Visitor Center phone/internet costs and "other business" items added ... Post office meeting, Duck Derby, next meeting location.

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

The minutes of the January 28, 2013 meeting were approved. (Alex/Bud)  
In Bill Drath's absence, there was no Treasurer's report.

#### **Guest Speaker: Harry Bell, Society of American Foresters ... tours and geocaching**

This organization was established in 1901 including a Code of Ethics and ongoing education. They work with the National Forest Service and both small and large private landowners to promote working forests.

The Olympic Trails Coalition is interested in working with partners to tell the forestry story along the trails through the woods. The use of a QR code, which would involve an app to access, is being considered. The QR code would connect to a web site for more information.

What about signs with info? These are expensive and prone to vandalism and require maintenance. Perhaps posts with QR codes would be less likely to be vandalized. What about those visitors without the "gear" (Smart phones etc)? Perhaps paper brochures could be considered ... only litter to deal with in that case. What about places where there is not internet connection? Perhaps the app could be downloaded in advance so that no internet access would be required on site. QR codes could be available at visitor centers, Elwha Gateway area. Tour tapes/CD could also be considered.

The timber information now available to foresters would need to be put into a format that would of interest to the hiker/visitor.

What is next? Determine the points of interest ... safe place to stop alongside the highway ... what is the story to tell at each stop ... learning the technology. This could all be combined with geocaching which has a similar purpose, but might draw a different audience.

#### **Geocaching Update ... Michelle Little**

In connection with the foresters/trails discussions, QR codes could be included inside the box lid for geocachers.

There are 47,000 geocachers in Washington State and an additional 22,000 in British Columbia. This started in Oregon and the main web site is now out of Seattle.

Geocaching ...

Michelle participated in a meeting earlier today with Mary Brelsford at the OPVB and others to discuss an organized tour for the Olympic Peninsula to include Hwy 112. Neah Bay will develop and promote a stand-alone tour with Tinker Lucas in charge.

Sequim has developed 16 locations. Clues are provided at each of the locations when put together give the directions to the final location with the coin. 200 coins were at the sites and 300 were sold at \$12 each to provide funds to purchase more coins.

A new event posted on Facebook and based on Twilight went from 400 to 4000 visitors in one week. Geocaching is a good way to get people here.

What we have now are experts, volunteers, a budget (OPTC \$2500 ...OPVB \$6000 ... Jefferson Co \$2000), a designer for the coin.

The cost to set up a tour through geocache.com is \$2500 to start (set up and first year and \$1200 per year after set up). This includes a unique landing site/page, list of caches, map, download files, global directory. The cost for 500 coins is about \$3500..

The plan is to contract with geocache.com and have a kick-off event for the new tour. What is needed: a name (Visit the Olympics?), cache boxes, coins, statistical info from Sequim. A tour can include up to 150 sites.

Hwy 112 could perhaps have 15-30 locations. The cache boxes could include information as to what else is around each site to learn, do, see.

Include in the new tour: ODT, Dragon Path, Hwy 112, Olympic Peninsula events (Great Strait Sale?) with different rewards, Waterfall Trail?, Whale Trail?, wineries. The Olympic National Park could participate to increase interaction with the community. The target date is to launch this early in June.

It would be to our advantage to participate in this effort with a larger group to have the marketing opportunity with OPVB and shared costs for a professional approach. Hwy 112 would be on a larger geocache tour with help from experts to install. We would have input as to the locations. The coin/rewards could be available at local stores or other local businesses.

The board had some concern about having funds to perpetuate the system ... coins, update/upgrade, maintenance. Membership businesses could sponsor coins to reduce the cost. We could get some visitor feedback from the log books and web site.

It was approved to allow \$200-500 for Michelle to negotiate participation in this process to set up an Olympic Peninsula geocache tour. (Alex/Sande)

### **Financial Review and Funding Application Form ... Sande**

Sande presented information on summarized income and expenses for the history of the Association. It was apparent that the organizations/events/efforts supported to date have been very tight to our purpose/mission/goals. It was felt that this had worked well so far and that no formal policy needs to be set at this time.

A funding application form was accepted allowing that changes to the form would be discussed later if required. Any organization/group/individual requesting funds from the Association will be required to fill out a request form in advance of a meeting. This will give the Board enough information to discuss the request and a paper trail for the financial records as to request/action/payment/follow-up results. (Alex/Margaret).

**Grant Updates ... Michelle**

Grant FY2008 (web site/kiosks) ... Michelle is working with John on some final web site "tweaking". The videos are in the works but waiting on seasonal items to include. One of the Pillar Point kiosk panels (forestry jobs/equipment) is complete and being reviewed Prior to being sent out to print. The last panel (logging camps) is nearly complete.

Grant FY2011 (Elwha Gateway) ... Michelle met with Rich James and Ray Bradford at Clallam County Public Works to discuss the budget for the tasks to be sent out to bid by Clallam County ... pavement, concrete/structures, vault toilet, fencing. Landscape architects will be interviewed. It was mentioned that care and maintenance will be minimal if the plantings are simple native plants/trees. Joe will visit the site with Michelle to discuss the planting process and needs.

The dam removal contractors are out of the gateway site now and will not return. The fencing/gate in place is owned by Clallam County. The road going south may be permanently blocked to motor traffic but allowing foot traffic for trails, etc. The idea of a connection to trails and the Aldwell site will depend on cooperation for ONP and what the Dept. of the Interior plans to do with other lands surrounding the gateway area.

The Elwha booklet format is in draft form and some pages are written and ready for committee review. Pages will be sent to the appropriate groups (Elwha, ONP, Association) for fact checking. The booklet will be completed but not printed until the kiosk panels are also completed.

**Membership Drive ... Sande**

The membership drive is completed. The few Associate members who have not yet responded have been moved to the Community level until contact can be made. That will allow inclusion of a listing for the directory without holding up the print for the directory.

**Milepost Business Directory ... Sande**

In order to stay within the current page format for the directory and to give increased benefit fit to each paid level of membership within the organization, Sande proposed that we set a listing standard for each level:

Community members would have one basic information, two-line listing. If more than one category listing is applicable, the main focus category would be chosen for the listing in the printed business directory.

Associate members would be allowed up to two listings (where more than one is applicable) of three lines.

Sponsor members would have as many three-line listings as appropriate with the main focus category being displayed in an outlined shaded box.

Platinum sponsors will be allowed as many four-line listings as appropriate with the main focus category being displayed in a shaded box with double line outline.

This proposal for print directory listing format was approved. (Alex/Margaret).

Margaret requested that Tidepool Tile not be included in the directory as this is not how she gets business and would like the space to be used for other businesses.

Sande proposed that we could print more copies and use for two or more years. An insert could be included to update in between printings. The board decided that it was important to update the printed brochure every year. It was approved to print the smaller amount, 2000 copies, this year. The print amount will be reviewed each year. (Alex/Bud)

**Brochure Mailer Co-op ... Michelle**

The OPVB mails out a letter with brochure samples to concierge, visitor centers, etc. to notify them of the brochures available from the Olympic Peninsula. The cost to mail these out to 215+ addresses is \$25-40 per participant, dependent on how many groups participate. OPVB passes on the requests for the Hwy 112 brochures to Michelle for response. It was approved to allow up to \$50 for participation in this mailing. (Alex/Bud).

**Clallam Bay/Sekiu Visitor Center funding assistance ... Sande**

In reviewing the income/expenses, Sande realized that there had been no discussion or request of funds for the Clallam Bay-Seki Chamber to assist with the cost of phone/internet costs. It was approved to pay \$50/month for the phone/internet costs if requested (using a Funding Request Form). This is considered a business operation expense for the Association since this is our legal address and the place that our permanent records are stored. The payment can be made monthly, quarterly, annually as long as cash is available. (Alex/Michelle)

**Meeting Dates ...**

March 25 ... Joyce/Blackberry Café

April 22 ... Pysht

May 20 ... Neah Bay

June 24 ... Clallam Bay (or Joyce if not CB)

**Port Townsend Bike Map ...** no further word at this point.

**Duck Derby ... Sande**

Kick-off is May 10<sup>th</sup>

Derby Race is June 9<sup>th</sup> at Lincoln Park

**Joyce Post Office Meeting ...**

Over 100 people were in attendance to talk to the USPS representative. The group stood outside as it was not approved to move the meeting to an indoor location and there were too many people to meet inside the post office "lobby". The decision had already been made to keep the post office open but with limited hours. The suggested four hours was 10am-2pm with delivery service still available on Saturdays. The final decision about hours and when it will begin will be posted soon.

**Announcements ...**

- The 990E filing with the IRS has been filed and was accepted 2/7/13.
- Karolyn Burdick has published a book "The Last Pysht Valley Pioneer" about Gertrude Stange Fernandes.
- There is a new documentary film in production, "Elwha Unplugged: The Opus of Dick Goin". Dick has worked hard to set the Elwha River and its inhabitants, salmon, free.

The meeting was adjourned at 7:16 p.m. Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, March 25, 2013**  
**Joyce Blackberry Cafe**

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

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

**Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented. (Alex/Carolyn)

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

The minutes of the March 4, 2013 meeting were approved. (Alex/Margaret)  
Bill Drath presented the treasurer's report in three different formats. Discussion took place concerning each format and how to enter negative amounts (for refunds). A consensus was reached on the format that worked best with an added section for any grant bills/reimbursements that are run through the association account. The balance at the end of February was \$9,900.13. A \$5000 grant reimbursement will be reported in March.

**Request for funds from Clallam Bay-Sekiu Chamber ...**

The funding for assistance with the phone/internet expense at the Clallam Bay Visitor Center (and the Association's legal address of business) was approved at the last meeting for \$50 month to be paid annually, quarterly, or monthly. We reviewed a request form filled out and signed for these funds as a way to see if the form works. All agreed that it does.

**Reimbursements ... Michelle**

Michelle requested reimbursement for the following:

\$95.40 to Crystal Tech annual cost of hosting highway112.org ... paid to 12.22.13

\$129.72 to Go Daddy domain registration for highway112.org and highway 112.com

Paid five years to save money ... paid to 2.20.18

Michelle also requested a renewal of \$100 for postage expenses (lasts about one year).

It was approved to make the reimbursements for hosting/\$95.40, domain/\$129.72, and allow \$100 for postage expenses again. (Alex/Ali)

**Co-op brochure mailing expense ... Michelle**

The final partners have not been established and the cost is not known at this time.

**Consider membership with the National Scenic Byway Foundation ... Sande**

Sande reported that the NSBF is the non-profit organization that is providing a networking opportunity for the existing scenic byways in the absence of a nationally funded program. A web site is being maintained and a system and means to share communications concerning federal issues that impact the byways, ideas and experience, training opportunities, etc. It was agreed that our association should be a part of that effort and will send the \$150 annual membership fee for 2013. (Carolyn/Alex)

**Membership Drive/Membership Renewals ... Sande**

There are no new members at this time. Lists with the renewal information and copies of the membership rosters by level and community were provided. LoraBelle Boutique has paid the \$25 fee and requested to be upgraded to the Associate level of membership.

**Membership Milepost Business Directory ... Sande**

Copies of the newly printed directory were distributed. The process went along smoothly this year and took less time than expected. Laurel Black Design billed for \$150 (estimated \$225) for the graphics changes. Olympic Printers cost for set up, print, folding, taxes was \$553.16. A quantity of 2,000 brochures was printed.

**Milepost Newsletter ... Carolyn**

The visitor edition will be published in April and October. All events/news information should be emailed to Carolyn this week for anything happening April – October. Fishing and then hunting items will be introduced with links to more detailed web sites.

**Grant FY2008 (website/kiosks) update ... Michelle**

Website Travel Itineraries ... The Recreation and History/Culture itineraries are on the website. Drafts for the Photography/Wildlife and Working Forest itineraries are being reviewed. The itineraries are included under the “Things to do” section.

Website Videos ... John Gussman is continuing work on the video draft.

Kiosks at Pillar Point ... The Forestry Terms panel is finished and was discussed. Several clarifications were requested. Michelle requested that the board review their copy and turn in any suggestions to her as soon as possible so she can discuss them with the county park team. The Logging Camps panel is being developed and will be available in June.

**Grant FY2011 (Elwha Gateway) update ... Michelle**

The interpretive team has six sections of the booklet in draft form with four sections remaining. A final section “About the Byway” is open to comment as to subjects and content by the association board. Comments should be sent to Michelle by April 1<sup>st</sup>.

When the booklet draft is completed, it will be reviewed by the team (early May) edits will be made to reach a final draft. The booklet will not be printed until the interpretive kiosks are also completed with a target date of late fall/early winter.

The site team has had two planning meetings with Clallam County to review the site and the contract needs for the development of the kiosk area. Drawing plans are needed for the kiosk structures before the project can be sent out to bid. If the design work can be completed this spring, the bids can go out for work to begin this fall.

A request for bids will go out to resurface the asphalt, build the kiosk structures (including concrete work), and install a vault toilet. The interpretive panels and landscaping will be done separately. Joe and Michelle visited the site and discussed the natural setting.

Michelle showed a PowerPoint slideshow of kiosk structure photos. Michelle will incorporate comments made at the meeting into that PowerPoint and email out for further comment. Comments at the meeting included the following:

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Shake roof (3/4") instead of shingle ... on slats not paper or plywood  
Skylights would help with the available light  
Use local for shakes (Tim VanRiper or others)  
Enclose with panels on walls or open with panels in middle?  
Topper on panels so birds/weather can't get behind the Plexiglas (or run panels all the way to the ceiling)  
Benches (concrete?) rather than picnic tables  
Design to get people to go where you want them to go ... to allow for flow of people if there is a large group (like bus tour)  
Motion activated infra-red cameras to control vandalism  
Good example ... Twin Falls, Idaho

### **OPVB Tourism Enhancement Grant for revision of Adventure Route Brochure ...**

Michelle reported that the revised map/brochure is now available and will be distributed with the Milepost Business Directory and the byway brochure this spring. Three partners contributed \$100 each (Backcountry Horsemen, Peninsula Trails Coalition, Mike's Bikes). The association agreed to spend up to \$500. The revision of the map was extensive and over budget, but the map will not need many edits for the next printing. The map was printed on a water resistant paper that should last longer and/or allow recycle of the map.

### **Geocaching update ... nothing to report/Michelle**

### **Port Townsend Bicycling Map ... nothing to report/Michelle**

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

April 22/Pysht    May 20/Neah Bay    June 24/Clallam Bay (Sunsets West \$8.50 meal)

### **Other Business/Announcements ...**

Sande showed a copy of the new OPTC ad for "fun and quirky" things to do on the OP.

Sande mentioned that The Whale Trail has a possible corporate sponsor with Whale Tails Chips. The Whale Trail will receive a percentage from all sales of their product in Washington and Oregon. We tested out a sample of the corn chips with sea salt.

Michelle attended an annual Olympic Partner meeting hosted by ONP at Nature Bridge. Margaret also attended as curator of the Joyce Depot Museum. Several potential new connections/partnerships could be created with interest in the scenic byway. Ryan Malane, Blackball Ferry, has Victoria based motorcycle groups that have requested information about Hwy 112 for touring. The Coho has several display cabinets on the ship and would like to post our kiosk sheets there. Randall Walz, Feiro Marine, suggested teaming with Blackball Ferry to promote a "marine/beach" day along Hwy 112 beaches. The Feiro could provide volunteer docents to be stationed at each beach. The "Miles of Smiles" activity book now on our website "kids" section was shared and very well received, especially by the forest service office (Molly) in Forks.

The meeting was adjourned at 6.45p.m. (Alex/Ali)  
Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, April 22, 2013**  
**Pysht Tree Farm Lodge**

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

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

**Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented. (Alex/Ali)

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

The minutes of the March 4, 2013 meeting were approved. (Alex/Ali)

Bill submitted the treasurer's report showing a March 31, 2013 balance of \$14,115.13 in checking (after the \$5000 reimbursement for grant expenses) and \$1,051.43 in the CD for a total of \$15,166.56. The report was approved (Alex/Ali).

**Co-op Brochure Mailing Expense ...**

Michelle reported that the cost for mailing the brochures through OPVB was \$30.75. Requests for brochures from the mailing are already being received.

**Milepost Newsletter Update ...**

Carolyn shared a draft copy of the "visitor" newsletter. Suggestions/corrections were discussed. Any further suggestions should be received in the next two days. Carolyn will have the newsletter out by the end the month. Upcoming editions will emphasize camping and hiking in early summer and hunting in later summer (Joe commented that WDFW makes the rules and land owners provide the access). Another idea would be to share motorcycle and cruising opportunities. Carolyn thought it would be good to have a 'standing' section for geocaching as that activity is developed and expanded.

**Membership Renewals ...**

Sande reported that the membership fees from Angel Crest (\$100 sponsor) have been received. The only outstanding fees are for the six Makah Enterprise businesses (\$150).

**Grant FY2008 (website/kiosks) update ... Michelle**

- Web site stats ... the month of April showed 129 visits/118 unique/83 new/35 return.
- Web pages most often visited ... Postcards, beaches, overview, hiking, surfing, kids, map ... Michelle will bring more web stat info to the next meeting
- Video draft should be completed by John Gussman by the end of the week
- The kiosk panel "Forestry Terms" in production. The board felt strongly that at the very least the title needs to be corrected to read "Historical Logging Terms". Several other changes in the text to clarify and improve the definitions should also be made. Michelle was asked to work with Bruce Giddens and/or the department head to come to some agreement about covering the cost of reprinting the panel (after the corrections are made) or at least to make an overlay to correct the title.

**Grant FY2011 (Elwha Gateway) update ... Michelle**

- Michelle will meet with a builder (Rob Smith) to draw up plans for the site so the project can go out to bid asap.
- The structures will have shake roofs and a NW look to them. It was suggested that Tim VanRiper, Sekiu, can cut shakes to order and is less expensive than many others. Another option is a business (Shariko?) in Forks.
- Electrical conduit is already in place to the "island" area if desired for lighting or other purposes in the future.
- The Elwha booklet has three distinct sections (before/during/after dams). A draft is to be completed by May 10<sup>th</sup>, followed by fact-checking by appropriate interests. A draft will be presented to the Association for review at the May or June meeting.

**Duck Derby ...**

The kick-off is Friday, May 10<sup>th</sup>. The derby is Sunday, June 9<sup>th</sup>.

Michelle has contacted the OMC Foundation and gotten approval to set up the "big" duck at the North Olympic Discovery Marathon. Sande and Alex volunteered to sell tickets June 1 and 2<sup>nd</sup> during the marathon.

**Port Townsend Bike Map ... no contact**

**Adventure Route Map ... samples distributed**

**Meetings ...**

May 20<sup>th</sup> ... Neah Bay ... meal arrangements not certain yet

Suggestion that we ask Bud to invite the Neah Bay Chamber to join us

June 24<sup>th</sup> ... Clallam Bay ... Sunsets West Co-op ... meal \$8.50 ea. (veg option)

The meeting was adjourned at 6.30p.m. (Alex/Ali)  
Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, May 20, 2013**  
**Neah Bay, Warmhouse Restaurant**

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

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

**Agenda ...**

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

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

The minutes of the April 22, 2013 meeting were approved. (Alex/Carolyn)  
Bill was not present at the meeting. Sande made a report as per the latest bank statement. Beginning balance April 1...\$14,115.13. Ending balance April 30...\$12,356.10. Deposit \$100.00 membership. Checks cleared \$95.40 web hosting, \$129.72 web domain, \$800.00 Adventure Route brochure printing, \$100.00 Postage to Michelle, \$150.00 National Scenic Byway Foundation membership, \$553.16 Directory printing, \$30.75 OPTC brochure mailing. All written checks appear to have cleared the bank. CD balance at the end of March was \$1051.43 and there would have been less than 30¢ added for interest.

**Newsletter Update ... Carolyn**

Copies of the current visitor newsletter were distributed throughout the community and available to the board. Visitor news will be published in July and October again. Carolyn was concerned that there were so many copies from the last letter still at the distribution points. The reason is probably that there are still not too many visitors in the area. The next two newsletters should be more widely distributed.

**New Members/Renewals ... Sande**

There are no new members at this time. All memberships for 2013 have now been paid. The Makah Earth Services was dropped as it is no longer operating.

**FY2008 (web site/kiosks) Update ... Michelle**

**Video:** mix of video and stills as you travel down the byway. The video will be broken into smaller segments so the download time is less. There is some voice-over, but words added for identification are limited as this also slows the download process.

**Kiosk:** Currently titled, "Forestry Logging Terms and Jobs"

After some conversation with Bruce Giddens at Clallam County Parks, it was agreed to make the necessary text changes for this panel. The County was not willing to pay for the reprint (\$592 per panel ... one to display, one for backup). Michelle offered to pay part of the cost, but that was deemed not to be necessary or appropriate. ***It was approved to pay for the reprint of two panels out of Association funds (\$1184 plus taxes if not included).*** (Alex/Carolyn). It was pointed out that the panels that were already printed, then belong to us and should be in our possession.

**FY2011 (Elwha Gateway) Update ... Michelle**

**Booklet:** The booklet draft is ready for committee review and fact checking. The Interpretive Committee will meet again in June. A copy will be shared with Mike Doherty.

**Site Plan:** Michelle is working with Clallam County and a design team including Steve Zenovic (in-house contractor so it does not have to go to bid to draft the site plan and will cost less to complete).

**Project Schedule:** The site plan should be ready for review mid-June and bid requests made public by the end of July allowing about two weeks to bid. The total cost for the project is large enough that it requires being put out to bid. Work should be able to begin by early fall and continue into the winter. If road resurface is necessary, it may have to be done in spring 2014 to get the appropriate weather. The project should be completed in time for the main tourism season in 2014.

**Geocaching Update ... Michelle, Joe, Carolyn**

**OPTC Tour:** The original goal was to have this ready for fall 2013, but may be delayed due to staff taking on extra work to allow Diane Schostak recuperate from her illness. Of the 150 geocache sites on the tour, about 8-10 will be along SR112. This will be the 19<sup>th</sup> geotour in the world.

**Field Trip:** It is important to be selective when choosing sites to be included in the tour. The difficulty level should be noted. The site should be clean and safe. There should be some sites that are fully accessible. Reception on mobile devices can be effected by weather. Another field trip will be set up for a Saturday in June.

**??'s:** Can we connect our tour to the Cape Flattery/Neah Bay tour?

Can we get some sites set up and add more later ... or do all sites need to be ready to go? There is a considerable amount of "dam concrete" available ... use for tokens? prizes?

**Clallam Bay-Sekiu Fun Days Request for funds ... Ali**

Fun Days has requested up to \$200 for operating cost for 32<sup>nd</sup> Annual Fun Days. Income levels have diminished (especially with fewer vendors) and operating expenses have increased (sani-cans, trash removal and insurance for example). The event was awarded a OPVB Tourism Enhancement Grant for up to \$2500. We would be allowed to display a banner during Fun Days and could set up a booth with byway information and food (cotton candy?) for \$25w/o electricity/\$35w/electricity. ***It was approved to provide up to \$200 for operating expenses as/where, if, needed. (Alex/Margaret).***

**Meeting Dates/Locations ...**

The next meeting is at Sunsets West Co-op in Clallam Bay. A meal will be served for the cost of \$8.50 per person (vegetarian options available). There are no meetings in July or August. The September 23<sup>rd</sup> meeting will be at Pysht.

**Other Business/Announcements ...**

Commissioner Mike Doherty asked questions about the Elwha Gateway project ... kiosk 'sponsors', installing vault toilet, proper procedure to sign off on plan. Some information was exchanged, but for an update and information it was suggested that Commissioner Doherty meet with Michelle Little, project manager.

### **Juan de Fuca Scenic Byway Meeting Minutes ... 5.20.13 ... Page 3**

Commissioner Doherty had been to a Transit Board Meeting in Forks before our meeting. There is a new Clallam Transit director we should meet. There is an interest in encouraging people from Victoria to walk onto the ferry and take the bus once here ... ride 101 to the Forks area or 112 to Joyce/Clallam Bay-Sekiu/Neah Bay area.

??'s ... Are the people from the Coho ferry involved in this discussion?

Will there be a bus to the Log Cabin area on Lake Crescent this summer?

Is Diane Schostak involved as OPVB is involved in Vancouver Island marketing already?

Commissioner Doherty assured us that the 'pocket park' in Sekiu is progressing slowly. Money is short so projects have to be worked into the budget on a priority basis.

Commissioner Doherty will be attending the Washington State Transportation meeting in Port Townsend on Wednesday. He will take the Strait of Juan de Fuca Scenic Byway brochure with him. He will be sure to thank WSDOT for the property turn-back at the Elwha overlook. It was suggested that he also thank the WSDOT workers for their efforts in keeping the roads open during the winter months. Other information that might be shared would be concerning the Olympic Discovery Trail and the Whale Trail.

It was asked what will be done at the property below the old Spring Tavern to make it more inviting to users. Commissioner Doherty stated that land was traded to get a continuous section of beach area to provide public access to the beach when the river breaches. Sometimes the bridge at the park cannot be extended to give access and there is limited parking at Slip Point for visitors. This area gives another option for access. Any improvements will have to wait until funding is available.

Bud Denney commented that the 12-mile long Cape Flattery Scenic Byway should have signing in place this summer.

Margaret shared a laminated chart that shows a map of the area, distances between points, bus information etc. They are available at Pen Print for \$5 and are a useful tool in working with the public. It was suggested that the distance chart could use alternating color bands to make it easier to read.

We thanked our host, Bud Denney/Makah Tribe, for the meeting place with the eagle view and the meal. The secretary was directed to send a proper thank you to the Makah Tribe.

The meeting was adjourned at 6.40p.m. (Alex/Carolyn)  
Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, June 24, 2013**  
**Clallam Bay, Sunsets West Co-op**

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

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

**Agenda ...**

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

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

The minutes of the May 20, 2013 meeting were approved. (Alex/Carolyn)  
Bill was not present at the meeting. Sande made a report as per the latest bank statement. Beginning balance May 1...\$12,356.10. Ending balance April 30...\$12,481.10, including a deposit of \$125.00 membership (Makah businesses).

A check in the amount of \$771.00 for the duck derby was deposited in June. Total sales for the Scenic Hwy 112 Duck team was \$1,285.00. This was the highest sales/receipts for the duck derby to date. Sande sold one of the winning tickets to Melissa Corey (Joyce General Store) ... her prize \$100 certificate for Washburn's General Store in Neah Bay.

**Festival of Trees ...**

Merrill and Ring will offer the same tour and lunch for four people as has been offered in the past. Bud Denney has yet to respond to any offer(s) from the Makah Tribe for the 2013 Festival of Trees.

**Milepost Newsletter Update ... Carolyn**

Visitor newsletters will be published in July (summer activities) and again in the fall (hunting). Carolyn would appreciate any stories about historical events on hwy 112 and good stories about the highway.

**New Members/Renewals ... Sande**

Sande reported that all memberships are current and there have been no new membership applications.

**Great Strait Sale ... Sande**

The second Saturday in September (Sept. 14) was approved as the date for the Great Strait Sale. A press release will go out soon as a "mark your calendar" announcement and information will be posted online. When posters are ready, it was suggested to put one up at Restore. Ads will be run in the Port Angeles and Forks papers ... and Senior Sunset Times will be contacted this year for information and possible ad. Listings can also be posted on KCTS, 2Good2Toss, and the Clallam County recycle websites. The ad deadline will be earlier this year so that handouts can be printed and the web site posting done before Sande leaves on vacation September 5<sup>th</sup>. Sande will confirm the community site managers soon. It was suggested to include "yard sale" in the title and promotion.

**FY2008 (web site/kiosks) Update ... Michelle**

Video: Michelle has a meeting this week with John. They are going to discuss using YouTube for the video as a link. A personal page is free and will be faster to load.

Kiosk: Michelle was told that Bruce is currently on leave and then will be working on the County Fair. So these kiosk panels may not be completed until sometime in the fall.

**FY2011 (Elwha Gateway) Update ... Michelle**

Booklet: The Elwha booklet is in a nearly complete draft form. The interpretive committee has and will continue to review. A few other knowledgeable people including Orville Campbell, ONP/NPS, Elwha Tribe will be assisting in fact checking and looking for any inaccuracies. Once that information is compiled and the draft is revised, a copy will be sent out to the Board for review. A special meeting will follow this summer for discussion. The booklet is to be neutral, a presentation of historical information. Joe suggested that an OP/Washington State inset be placed in a corner of the Elwha River Watershed map to give some perspective as to the location of the watershed. Alex and Margaret requested that printed copies be mailed to them rather than sent by email.

Site Plan: The site plan is not complete and is not out to bid as yet. Mike Doherty noted that the Klahowya area at Cooper Road (off 101) would be an example of a vault toilet.

**Geocaching Update ... Michelle, Joe, Carolyn**

There have been no new developments here. Michelle will try to organize another field trip this summer. Carolyn suggested that we imbed small dam concrete chips in resin to use as tokens/souvenirs. Label ideas: A piece of the rock! 100 year old Elwha Dam concrete! Dam souvenir! Mike was asked to get some small pieces of the concrete for us to use to make these tokens. Something similar might be able to be made with bits of the forest from trees/plants with labels to identify them. Carolyn will try something like this to see if the live matter will hold up when in resin.

**Clallam County Historical Society ... Heritage Awards**

We congratulated Margaret Owens on the award she received for work and efforts to preserve the history of the Joyce area.

**Meeting Dates/Locations ...**

It was suggested we begin our fall meetings at the east end as we have had several meeting west lately. September 23/Joyce, October/Pysht, November/Joyce. Sande will check with Family Kitchen and Blackberry Café for availability. Joe will check the Tree Farm Lodge calendar.

We thanked Jane Hielman at Sunsets West Co-op for the dinner and dessert.

The meeting was adjourned at 6.30p.m. (Carolyn/Alex)  
Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, September 23, 2013**  
**Clallam Bay, Sunsets West Co-op**

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

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

**Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented with the addition of items about Dunn & Bradstreet and Bob Pensworth update.

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

The minutes of the June 24, 2013 meeting were approved. (Alex/Diane)  
Bill was not present at the meeting. Sande made a report as per the latest bank statement. Beginning balance as of May 31 ...\$12,481.10. Ending balance as of August 30...\$13,332.10, including a deposits of \$771.00 (duck derby), \$50.00 and \$30.00 (Great Strait Sale ads. The statement for the CD showed a balance of \$1051.82 as of June 30, 2013 and is accruing only about 13¢ interest per month. Since the last statement there have been deposits made for Great Strait Sale ads (\$40) and sales (\$60.68 and \$39.00).

**Elwha Booklet Draft Work Session ... Michelle**

Michelle led a discussion and fielded questions concerning the draft. In general, it was felt that the tone was negative instead of a neutral voice. Michelle will take all comments to her meeting with Laurel Black this week. Another draft will be circulated prior to the next meeting and followed by a work session at the October meeting.

**FY 2011 grant update ... Michelle**

- The site design element is in process.
- The Elwha booklet will be discussed again at the next meeting.

**FY 2008 grant update ... Michelle**

- The web site video script is completed and the voice-over is in process. It will be one three minute video traveling the length of the highway.
- The last kiosks can get back on track with the work load for Clallam County Parks somewhat lighter and Bruce Giddens is back in the office. Michelle will meet with Bruce, Lori Pena (Salt Creek Park) and Joe Murray to complete the panel text.
- Two more itineraries for the web site are in the works.

**Membership Drive ... Sande**

The board requested that invoices be sent as an attachment to email as the first round of contacts for the membership drive. If necessary, that can be followed with mailed information.

**Milepost Newsletter ... Carolyn**

Michelle reported for Carolyn that this newsletter is in progress.

**Great Strait Sale Report ... Sande**

Sande provided a written report for the 6<sup>th</sup> Annual Great Strait Sale. Expenses for mailing and classified ads totaled \$91.14. Income from ads and sales totaled \$229.58. The sale got a lot of good press and online coverage. Participation was good and especially busy in the Joyce area. The weather was cool and damp but cleared to a warm, sunny day. Sande noted that the stock of signs that we provide to the sales advertising on the flier is nearly depleted. Over the last six years the sale has paid for all costs including the initial order of signs purchased by the Association. There is nearly enough income over cost in those six years to cover the cost of reprinting the signs. This will be brought up again next year and estimates for the sign costs provided. Doug and Port Crescent is willing to print some large signs for us for no cost. The paper would not hold up to weather and the wording would need to include the Association as sponsor of the event. Sande will work with Doug to see if there is a way to utilize his offer next year.

**Festival of Trees ... Sande**

Sande will continue to work with Bud concerning any contribution from the Makah Tribe toward a tree premium package.

**Geocaching ... Michelle**

Nothing new to report. Mike Doherty will bring some dam rocks/debris for Carolyn to use in making tokens.

**Dun and Bradstreet ... Sande**

A call from a D&B representative suggested we sign up for a credibility review to make our listing as a non-profit more complete. The board emphatically said no.

**Bob Pensworth update ... Margaret**

CresComm installed hot spots in Long Beach along the boardwalk so that vendors for the Kite Festival etc. would have internet to run their credit card machines. The information was put on YouTube posting "Went Viral". It was noted that we should have wifi/hot spot info on web site business listings (provided through the membership renewal/application process).

**Next Meeting ...**

October 28 ... Pysht Tree Farm Lodge

Elwha Booklet draft review ... Board members should come prepared for discussion  
November 18 (earlier date to accommodate Thanksgiving) ... Family Kitchen in Joyce

The meeting was adjourned at 7:10 pm. (Alex/Margaret)  
Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, October 28, 2013**  
**Pysht Tree Farm**

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

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

**Agenda ...**

The Board of Directors meeting was called to order by President Joe Murray at 5:00 p.m. The agenda was approved as presented with the addition of items about the Tourism Summit and Scenic Byway publication.

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

The minutes of the June 24, 2013 meeting were approved. (Alex/Margaret)  
Bill was not present at the meeting. Sande made a report as per the latest bank statement. Beginning balance as of August 30 ...\$13,332.10. Ending balance as of September 30...\$13,471.78, including a deposits of \$40.00 (Great Strait Sale ads) and \$60.68, \$39.00 (Great Strait Sale items sold). Since the last statement there have been deposits made for Great Strait Sale ads (\$10) and for memberships (\$25) and a check written for \$75 for Carolyn's registration for the Tourism Summit.

Bill was asked by the executive board to resign his office of Treasurer as his work and schedule do not allow him to be at meetings at this time. He did not send a letter of resignation but did mail the checkbook back to the Association. His "resignation by actions" was accepted by the board (Diane/Ali). Sande will fill in as treasurer until a new treasurer can be elected in January.

Bills to be paid were presented for approval (Alex/Margaret).

\$91.14 ... payment to Sande for Great Strait Sale classified advertising and postage  
\$150.00 ... payment to National Scenic Byway Foundation for membership  
\$10.00 ... payment to Washington State Secy of State for annual corporate registration  
\$600.00 ... payment to Clallam Bay-Sekiu Chamber for VIC phone/internet expenses  
\$ ?? ... payment to Sande for postage for membership renewal drive

**Elwha Booklet Draft Work Session ... Michelle**

Michelle noted that the Elwha booklet draft had been reviewed and revised by fact checking, attention to tone/word choice. Carolyn was thanked for her many hours of participation in this process. The draft has been submitted for review to the Association, Elwha Tribe, Olympic National Park. The schedule is November 2<sup>nd</sup> final fact checking, November 8<sup>th</sup> Carolyn to get the final draft prepared, November 15<sup>th</sup> final draft to Laurel Black for graphics/photos and layout to be completed in January. The Association discussed changes/ corrections to the current draft and will submit any further comments to Michelle by November 2<sup>nd</sup>.

**FY 2011 grant update ... Michelle**

Michelle has been in discussion with Clallam County concerning the grant progress to date and how to proceed from here to complete the work.

## **Juan de Fuca Scenic Byway Meeting Minutes ... 10.28.13 ... Page 2**

The areas of management for the grant are:

Flow of project: Association, Clallam County, Project Manager

Grant Award: Association

Administration: Clallam County

A problem was noted by Clallam County in the process of hiring Laurel Black without going out to bid for the job. A more protected way to have done this would have been to use a bid process and have contract drafts to hire all positions. Clallam County suggests that we use Laurel's proposal as a document in her contract file.

Clallam County is suggesting now that the Association and Clallam County enter into a MOU (memorandum of understanding) that states the Association will be responsible for the booklet and interpretive input and Clallam County will be responsible for all contracted elements.

Clallam County has also requested that we write a check for \$5000 to repay the amount reimbursed to the Association for the first payment on Laurel's contract. Proper procedure would have been for the County to pay this directly to Laurel Black (the Association paid the amount and requested reimbursement from the grant so that Laurel could be paid and begin work sooner). The check was also posted to the wrong grant project account (Michelle's project manager account rather than the Elwha interpretive booklet account). The funds will be posted correctly and a check written to the Association. It was approved to write the check to Clallam County and have Michelle take the check to the MOU agreement discussion. (Alex/Ali). It was also suggested we might want to have an attorney review the MOU proposal.

### **FY 2008 grant update ... Michelle**

Michelle will meet on October 31<sup>st</sup> with Bruce, Lori Pena (Salt Creek Park) and Joe Murray to discuss the last two interpretive panel texts and layout.

### **Membership Drive ... Sande**

Sande will have membership renewal notices with invoices emailed by mid-November and will follow with mailed copies as necessary.

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

Carolyn apologized for the delay in getting the newsletter out. Her time has been directed to the Elwha booklet instead. Carolyn suggested that the next "member" letter be information from the summit including the importance and impact of Trip Advisor. The board thanked her for the help with the booklet and allowed that the newsletter can be done when she has time to do so after the booklet is ready to go to back to Laurel Black for graphics and layout.

### **Festival of Trees ... Sande**

Sande will continue to work with Bud concerning any contribution from the Makah Tribe toward a tree premium package.

### **Geo caching ...Michelle**

Nothing to report. Margaret did note that Mike Doherty came to a meeting with the "bucket of rocks" for Carolyn. The pieces of dam rocks were to be used in resin blocks for the geo cache "trinkets" as a reward/souvenir. He will get the materials to Carolyn later.

**Other Business and Announcements ...**

**Diane ... French Journalist FAM tour**

Diane told us about a group of five French journalists that were scheduled to be on the Olympic Peninsula for a FAM (familiarization) tour in August. They were most interested in the Olympic National Park, but unfortunately came during the sequestration and ONP was closed. INSTEAD, a new itinerary was put together on very short notice. The tour took the journalists to Kalaloch and Lake Crescent for housing, Lake Quinault (mushroom hunting, lodge cooked with mushrooms for them), Forks (Twilight tour, pizza), Neah Bay (Hobuck Beach, Cape Flattery/Tatoosh, Big Salmon, Makah Museum tour, whales, meal at Linda's kitchen) and along Hwy 112 (elk at the highway, seals, an eagle fishing), Madison and Beaver falls. The ONP is the greatest draw to the area, but Diane noted that this proved that the area outside the park must be promoted as well.

**Michelle ... Scenic Byway magazine**

Michelle met with Marcus Yearout at the Summit to discuss the new Scenic Byway magazine. They discussed content and suggestions for advertisers (ad costs running \$295/\$495). Michelle is excited about having an updated publication in circulation.

**Michelle ... Tourism Summit**

Michelle and Carolyn reported that the summit shared helpful information and they had a great day. Ali (Clallam Bay-Sekiou tourism) and Diane (OPVB) also participated. The meeting was running a little late so they will give a report on the summit at the next meeting.

**Sande ... SAM registration**

The SAM (System for Award Management) registration has been completed and validated. This is the system that certifies recipients of federal money being distributed in grants and contracts. The next renewal must be completed prior to October 16, 2014.

**Margaret ... Cascadia Subduction Quake 313<sup>th</sup> Anniversary**

Margaret noted that there will be a meeting at the Joyce Grange on January 24<sup>th</sup> at 7pm concerning the Cascadia Subduction Quake 313<sup>th</sup> Anniversary.

**Next Meeting ...**

November 18 ... Family Kitchen in Joyce

No meeting in December unless a special meeting needs to be called for grant.

The meeting was adjourned at 7:09 pm.

Minutes submitted by Sande Balch, Secry.

**Juan de Fuca Scenic Byway Association**  
**Monday, November 18, 2013**  
**Family Kitchen, Joyce**

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

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

**Agenda ...**

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

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

The minutes of the June 24, 2013 meeting were corrected to read (Page 2 .. FY2011 Grant Update) ... "The Association (not Clallam County) is suggesting now that the Association and Clallam County enter into a MOU". The minutes were approved as corrected. (Alex/Carolyn)

[Diane later noted the Announcement about the French Journalist FAM tour should read ... "The tour originally took the journalists to Kalaloch and Lake Crescent for housing. The revised itinerary included housing at Hobuck Beach Resort and Lake Quinault mushroom hunting, lodge cooked with mushrooms for them), Forks (Twilight stop, pizza), Neah Bay (Hobuck Beach, Cape Flattery/Tatoosh, Big Salmon, Makah Museum tour, whales, meal at Linda's kitchen) and along Hwy 112 (elk at the highway, seals, an eagle fishing), Madison and Beaver falls. The ONP is the greatest draw to the area, but Diane noted that this gave the OPVB a chance to promote areas outside the Park."]

Sande made a treasurer's report as per the latest bank statement, September 30<sup>th</sup> balance \$13,471.78. Balance as of October 31<sup>st</sup> \$13,465.64  
including deposits \$10 Great Strait Sale ad and \$150 membership renewals  
including checks \$91.14 Sande Balch Great Strait Sale and \$75 Summit registration  
checks written outstanding \$10 WS corporate registration and \$5000 Clallam Co.

**FY 2011 grant update ... Michelle**

**MOU ...** Michelle met with Rich James on November 7<sup>th</sup> and took the \$5000 check for the grant reimbursement with her. Clallam County is still reviewing the MOU with their attorney and will have their notes and a replacement check this week. Joe will, in the meantime, discuss the MOU with attorney Rob Tulloch. If the MOU idea goes flat, the framework is still there to do the work to complete the grant.

**Booklet ...** The schedule for the booklet was to have comments from the ONP and Elwha Tribe by November 8<sup>th</sup> and that information back to Laurel by November 15<sup>th</sup>. This deadline was not met. Michelle took Carolyn with her to meet with ONP. The Park is excited about the project and having the opportunity to participate. They are willing to help with corrections. Some inaccuracies occurred because the Park sources used (ONP web site and Elwha Report 1994) are out of date. Kathy Steichen (ONP) will task her team to

## **Juan de Fuca Scenic Byway Meeting Minutes ...11.18.13 ... Page 2**

have new information ready before November 28<sup>th</sup>. Michelle stated that she feels this is a good opportunity to get support of these groups (ONP and Elwha Tribe) and that their involvement will give them some ownership in the interpretive area and perhaps encourage them to send visitors to the site.

Diane commented that ONP (Department of Interior) is a neighbor on the property next to the interpretive site (on north side between hwy 112 and the entrance road to the parking area). This work with the ONP may lead to a partnership in enhancing the entrance to the interpretive area.

Two pages were set aside for "New Discoveries". ONP feels that there should be more emphasis on restoration ... expansion of the section "Impact of No Dams". ONP has information that is not available to us/not published at this point and is willing to share that information.

Two pages were dedicated to "An Owner's Perspective" based on an interview with Orville Campbell. Michelle met with Orville to get his "sign off" on the information presented. Orville had a few comments ... pleased with the booklet in general ... "owner's perspective" is not an appropriate title since Crown Z sold to James River and he worked for Crown Z ... perhaps the re-licensing information should be taken out ... shorter might be better ... good flow to booklet and then comes the "Owner's Perspective", balance for that?, make smaller and not so glaring. It was suggested that some of Orville's comments could be woven into other text (source Orville) which would shorten this section.

The schedule at this point is to have all notes to Carolyn by November 27<sup>th</sup>, Carolyn to have edits to draft done and sent to Laurel by December 4<sup>th</sup> and final draft to board by January 27<sup>th</sup> meeting. As Carolyn works on the revisions, she will send emails to the Board for review. The next task for the booklet production is to collect photos and illustrations (obtain permission to use). The last task on the schedule is to celebrate and own this accomplishment! The deadline for the booklet, site improvements, kiosk panels is December 31, 2014.

Carolyn has been helping a great deal with the booklet draft changes, contracts, discussions with the County and Laurel. She has put in a lot of work with no compensation. Michelle is suggesting that the remainder of the project manager funds beginning January 1<sup>st</sup> be split between Michelle and Carolyn and that they work as a team to the end of the grant project. This could be accomplished by the county hiring Carolyn through a Personal Services Agreement for 2014 (preferred) or by subcontracting some of the work to Carolyn. Michelle would remain the Project Manager with Carolyn assisting. The Board supported the proposal of having Carolyn work with Michelle. (Diane/Alex ... Carolyn abstained)

### **FY 2008 grant update ... Michelle**

Michelle reported that she met with Joe, Lori (Salt Creek), Bruce (Cl Co Parks), and Laurel for a kiosk discussion/work session. It was a positive and productive meeting. They now have a new draft for the "Historical Logging Terms" panel. The group will meet again in January at Pysht to work on the "Logging Camps" panel.

### **Membership Drive ... Sande**

Sande will have membership renewal notices with invoices emailed yet in November and will follow with mailed copies as necessary.

**Milepost Newsletter ... Carolyn**

Carolyn will finish the membership newsletter soon which will feature the Tourism Summit.

**Festival of Trees ... Sande**

The premium package for a tree submitted by the Association included the tree farm tour and lunch donated by M&R and two nights at Hobuck Beach, a meal for four, and a tour of the Makah Museum for four donated by the Makah Tribe. Sande made certificates to be included in the premium information this year.

**Other Business and Announcements ...**

Joe has sent a letter to Bill Drath to reinforce that he was not been asked to resign his position on the Board of Directors, only the elected position of Treasurer. Bill has been invited to call Joe Murray if he would like to discuss this. Bill had made no contact since he returned the checkbook.

**Next Meeting ...**

January 27, 2014 ... in Joyce (will check to see if Blackberry Café is available)  
Annual Membership meeting

The meeting was adjourned at 6:25 pm.  
Minutes submitted by Sande Balch, Secry.