

Colorado Scenic & Historic Byways Commission

Strategic Planning Retreat #1

10 a.m. to 3 p.m., Wednesday, July 15, 2015

Daniels Fund Meeting Space, 101 Monroe Street, Denver CO (1st Avenue & Monroe), Rooms 138 & 139

AGENDA

- 10:00 am Welcome and Introductions – Lenore Bates and Elizabeth Watson
- 10:15 Key topic #1 (see below)
- 11:05 Key topic #2
- Noon Box Lunch
- 12:30 pm Key topic #3 (see next page)
- 1:20 Key topic #4
- 2:15 Break
- 2:30 Final Discussion
- 3:00 Close

Morning:

Key Topic #1: Tourism and the State System of Scenic and Historic Byways

Colorado has 26 scenic byways, 11 of them designated as National Scenic Byways, the largest number in the nation. Currently the Commission has a moratorium on new byways. Should the moratorium be lifted, and if so, under what conditions? How does this question play into the visitor experience along the state's byways, and how should that experience be enhanced over the coming years?

Key Topic #2: Performance of Local Byways

What should the State of Colorado do to support its byways, individually? Many – from a quarter to a half by various estimates – may have little or no local organization to advocate for and maintain any given byway, much less develop it further. Why? What technical assistance do these moribund organizations need? What other support? What standards in terms of reporting, performance measures, and other activities should be held up for these and all byways?

Afternoon:

Key Topic #3: Role of the Commission

The Commission used to be involved in grantmaking and designation of Colorado Scenic and Historic Byways and nominations for federal recognition. With the demise of dedicated FHWA funding and the Commission's moratorium, what should be the role of the Commission? Advocacy, promotion, research, and funding are among activities suggested in preliminary interviews. How can the Commission support the Colorado Blueprint statewide plan and the CDOT statewide plan? (See handouts re Lenore's work program and the two statewide plans.)

Key Topic #4: State Leadership and Sustainability for Colorado's Scenic and Historic Byways

The crux of the Commission's strategic planning must address the vacuum created for CDOT by the loss of dedicated federal byways funding. At CDOT's option, Lenore's position is maintained through CDOT funding, thereby staffing and providing a home for the Commission. Without dedicated federal funding for byways, and effectively given cuts in federal funding that supports CDOT's primary mandate in maintaining infrastructure, CDOT is anxious to share this burden with other agencies that have a stake in the program's success. As one part of its celebration of the 25th anniversary of the birth of the Colorado byways system, in 2014 the Commission reworked its bylaws and achieved a renewal of the Governor's executive order supporting creation of the Commission. How should the Commission address these conditions, replace the missing funding (to some degree), and provide new impetus for improvement of the system over the next twenty-five years? (See handout re existing contributions of other agencies.)