Colorado Scenic and Historic Byways Commission
Meeting Agenda
NOTES
Friday, October 28, 2016, 11 a.m. to 1 p.m.

Location: BLM Colorado State Office, 2850 Youngfield Street, Lakewood, CO 80215, United States
4th Floor conference room
Conference Call Option (RSVP required): 1-877-820-7831 (passcode 321805#)
Bylaws: https://www.codot.gov/travel/scenic-byways/bywayscommission

Commission:
Daniel Cressy, USDA Forest Service – New – Unable to attend
Margaret Hunt, Colorado Creative Industries – Unable to attend
Amanda Hill, Member at Large (GOCO) - present
Roger Ben Wilson (Co-Vice Chair), Western Byways - present
Jack Placchi, BLM Representative - present
Kathy Hall, Transportation Commission – Unable to attend
Charlotte Bumgarner, Eastern Byways - present
Robert Mutaw (Co-Vice Chair), History Colorado - present
Rep. KC Becker (Chair), State Legislature - present
Kelly Barbello, Colorado Tourism Office – Unable to attend
Amanda Barker, Conservation/Open Space Rep - present

EX-OFFICIO Members (designated through Dept. Executive Directors):
*Debra Perkins-Smith, Dept. of Transportation, Div. of Transportation Development – present/phone
*Cynthia Nieb, History Colorado, State Historical Fund – present/phone
*Gary Thorson, Dept. of Natural Resources, Colorado Parks & Wildlife - present
*Shay Coburn, Dept. of Local Affairs, Colorado Main Street - present

Colorado Dept. of Transportation:
Lenore Bates, Colorado Scenic and Historic Byways Program Manager - present
Betsy Jacobsen, CDOT Bicycle/Pedestrian/Scenic Byways Section Manager - present

Facilitators
Jody Kennedy, Colorado Parks & Wildlife, Public Involvement Planning Specialist – present
Lauren Truitt, Colorado Parks & Wildlife, Partnership Coordinator - present

Agenda/Notes
1. Introductions & Agency Announcements – Rep. KC Becker (5 minutes)
   a. Welcome from Ruth Walch, BLM State Director
   b. Betsy provided background on the restructuring of the CDOT Byways program – that Lenore was being required to cut back 50% of her responsibilities, and that this meeting was to identify priorities going forward.
2. Chair/Vice-Chair (5 minutes) – Rep. KC Becker, Roger and/or Bob
a. Commission Quarterly Business – Approve last meetings’ notes People didn’t have copies of the last meeting’s minutes so approval of minutes was postponed until later. Amanda Barker was not at the last meeting, so remove her name from the minutes. (Send out by email for approval)

b. Set 2017 meeting dates – 1/27, 4/28, 7/28, 10/27 1-3 p.m. - January 27, 2017. 1:00. Amanda at GOCO will host. 19th and Grant, Suite 725. (1900 Grant).

3. National Scenic Byway Foundation Update – Charlotte Bumgarner (5 minutes)
   a. 25th Anniversary Celebration Dec 6 - Charlotte distributed a Save the Date flyer to attend an American Byways meeting on December 6 in DC. NSBP’s trying to get a champion and funding returned to the program.
   b. Brand USA Project Complete – Videos completed on Gold Belt, Collegiate Peaks and Frontier Pathways, pages should be uploaded by December

4. Moratorium on new designations – Amanda Hill (5 minutes)
   Amanda Hill recommended that the moratorium be continued, but that we set a deadline when it will be reconsidered or open for discussing new ones. Roger offered an amendment to change the moratorium for 6 months. Amanda suggested that we establish a process for reviewing process of accepting and de-listing byways. Table the discussion until we get through today’s strategic plan discussion. Charlotte stated that we need to figure out how we’re going to take care of what we have now before looking at getting new ones. Before revisiting, we need to do an inventory of what we already have in our Byways.

5. Goals & Actions (Strategic Plan Development) – Facilitator (90 minutes) – SEE SPREADSHEET
   a. Lenore provided a background on the last two years. Surveys to stakeholders, retreats, and other information was gathered as part of the development of a laundry list of activities.
   b. Five people responded to the survey & several others supplied information through e-mails.
   c. Jody reviewed the goals.
   d. Develop elevator pitch so the need can be voiced nationally and locally.
   e. Roger volunteered to do an elevator pitch, and to create a one-page sheet that outlines the benefits and had it ready for the Washington visit for Charlotte. Roger will take the lead and Amanda Barker, Amanda Hill, and Charlotte will help. Cynthia will help if needed. Include some of the benefits and highlights of byways into the elevator pitch.
   f. Maybe we need elements of communication. Don’t want to make things more complicated. How can we narrow down tasks to simplify?
   g. Put the moratorium under Goal 3.
   h. Byway Brochure - Have enough inventory for a year.
   i. Goal Two – Elevate the Byways system to become an important state asset for economic development and livability
      i. Should we be part of statewide initiatives such as the Colorado Beautiful and others?
      ii. How do the Byways fit into other initiatives? Set up a committee and have a conversation about this and check in in 6 months. Jack Placchi and Gary Thorson will lead it. Amanda Hill.
   iii. Report out by the next meeting. January 27.
j. Goal Three – Ensure that each local byway is a fully functioning part of an excellent statewide system
k. Lenore will continue to distribute information regarding funding opportunities as they arise and she'll forward them through e-mail.
l. Funding 3.3.1 – communications around funding: Amanda Barker - Kickoff after the meeting in DC and build off the information to develop strategies looking for funding.
m. Moratorium – see above
n. By end of January we’ll have the inventory survey completed. Small committee will work with Lenore on survey results. Charlotte and Jack and Amanda agreed to help.
o. Revisit the work plan at the July 2017 meeting. At the summer/July meeting to decide if we want to have for the next 12 months.

6. Commission Members Terms Expire 2016 - Roger (5 minutes)
   a. Shannon Gifford replaced by Kathy Hall
   b. Bob Mutaw (Per Cynthia - Nathan Boyless, archaeologist)
   c. Kelly Barbello (Waiting on CTO)
   e. (New – Not from meeting – Shay will be leaving DOLA, so she is looking for a replacement.)

7. Wrap-Up - Next Meeting – Location – Lunch Options (5 minutes) Rep. KC, Roger, Bob – Pending agenda items:
   a. Elect Chair, Vice-Chair, Secretary
   b. Update Bylaws to include Secretary position/responsibilities: coordination of Byway Commission Meetings, Notes, Announcements, Communication, Etc., Agenda, Locations, New Members, Support Letters, Point of contact for Boards & Commissions, also will forward Agenda and Notes to CDOT for posting online ACTION: Update bylaws to include the secretary. Moved, seconded and approved to draft an amendment. Charlotte will do.
   c. Committees: Update the Commission on progress of the Action Plan Task/Activity
   d. Byway Presentation: North Colorado Loop Tour (re-scheduled from 10/28/16)
   e. Location GOCO 900 Grant Suite 725 (19th & Grant) – Hosted by Amanda Hill
   f. NO LUNCH with meetings from 1 to 3 p.m.

Program Vision:
Guiding travelers to experience and be inspired by treasured places that comprise Colorado’s Scenic and Historic Byways. (Commission Approved 5/14/13)

Commission Mission:
The Commission is a partnership to evaluate and designate the state’s Scenic and Historic Byways and to develop and recommend funding sources and provide administrative support to sustain the byways for future generations. (Commission Approved 12/7/12)

Program Definition:
The Colorado Scenic and Historic Byways program is a statewide partnership intended to provide recreational, educational, and economic benefits to Coloradans and visitors by designating, interpreting, protecting, and promoting a system of outstanding touring routes in Colorado.
2016 Meetings Dates & Times 11 a.m. to 1 p.m.:
January 22, 2016 - Colorado Parks & Wildlife, 1313 Sherman St, Denver, Columbine Room 6th Fl.
April 22, 2016 - Colorado Tourism Office, 1625 Broadway, Suite 2700, Denver CO 80202, OEDIT's Mountain Conference Room
July 22, 2016 - Colorado Tourism Office, 1625 Broadway, Suite 2700, Denver CO 80202, OEDIT's Mountain Conference Room
October 28, 2016 - BLM Colorado State Office, 2850 Youngfield Street, Lakewood, CO 80215, 4th Floor conference room

2016 Meetings Dates & Times 1 to 3 p.m.:
January 27, 2017 - GOCO, 1900 Grant Street, Suite 725, Denver, CO 80203

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## TASK/ACTIVITY

### Goal 1: Maintain a State Byways system that is second to none.

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<th>6 - 12 month goal:</th>
<th>LEAD PERSON</th>
<th>OTHER MEMBERS</th>
<th>TARGET DATE</th>
<th>ADDITIONAL RESOURCES</th>
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<tr>
<td>2) Funding</td>
<td>Attendance in D.C. - see Action 1</td>
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### Goal 2: Elevate the Colorado Byways system to become an important state asset for economic development and livability.

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<td>1) Getting incorporated (CO the Beautiful Initiative)</td>
<td>Jack Placchi &amp; Gary Thorson</td>
<td>Amanda Hill</td>
<td>Nov. 1, 2016</td>
<td>reach out to Gov. Office, other potential initiatives: Healthy Highways etc.</td>
<td>Is there a way to tie the Byways into the CO the Beautiful trail mapping/16 by 16 trails. Identify these trails and compliment with the Byways system.</td>
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### Goal 3: Ensure that each local byway is a fully functioning part of an excellent statewide system.

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This will be our longer term vision from the December creation of the funding conversation. This will address funding for specific Byways as well as the full program. How do we get Byways funding into the investment plans for USFS, BLM or others. What does this pitch look like, what are the benefits to the agencies, communities etc. Development of grants, writing grants, outside sources of funding - NGO's, other government programs. Brainstorming and priorities.

Lenore will be able to assist with brochure questions, but once hard copy brochures are gone, they are gone. It will be up to the Commission to decide and produce if these need to be produced. If a byway calls Lenore will be main point of contact for questions and CDOT Expert, but the Commission needs to understand the limitations of her time.

*We need to set a date for reassessment of the moratorium, to address any questions for “new” Byways (statement: Every 6 months the Byways Commission will revisit the Moratorium for the Byways application process) *Need to create a statement on WHY there is a moratorium. *Need to create a policy to address the lifting or continuation of moratorium. Assess current Byway needs, determine if the Commission is ready or capable of taking new applications. *Need to create the steps to lift the moratorium, when and how, but also are we ready to do this? Are we able to take care of a new Byway. *Need a way to assess assets of “new” Byways. Are they diluting other Byways, are they offering a unique asset? *Need a process for delisting a Byway.

Review survey and understand where our current Byways are, are they meeting the needs, upholding their agreements through the Byways process, are they keeping the standard. Review their local support, funding plan, services offered/unique offerings, stakeholders (what are the criteria they are being assessed on, what is the health of each.) Categorize the 26 Byways - rank them.
ACTION
revisit this list at the July 2017 meeting
are we on the right track, what has been accomplished, what do we need to focus on, is there anything that needs to be added?
The Commission is a partnership to evaluate and designate the state's Scenic and Historic Byways and to develop and promote byway tourism as a source of economic development and enjoyment for both out-of-state and in-state tourists. The Commission will engage the public through a variety of tools, including on-line surveys, to gain input on the commission's byway development and marketing strategies. (Commission approved 12/7/12)