



MEETING MINUTES

Colorado Scenic and Historic Byways Commission

Friday, April 28, 2017, 1 to 3 p.m.
Meeting held at **Bureau of Land Management** (BLM)
2850 Youngfield St, Lakewood, 80215

Attendance

Commissioners in person:

Daniel Cressy, representing USDA Forest Service
Amanda Hill, member at large (with Great Outdoors Colorado), Chair
Roger Ben Wilson, representing a western byway
Jack Placchi, representing Bureau of Land Management
Nathan Boyless, representing History Colorado
Jill Lammers, representing Colorado Tourism Office
Amanda Barker, representing land conservation, Secretary
*Debra Perkins-Smith, representing Director of Department of Transportation
*Gary Thorson, representing Director of Department of Natural Resources
*Andy Hill, temporarily representing vacant seat for Director of Department of Local Affairs

Staff and others attending:

Lenore Bates, Program Manager, Colorado Scenic and Historic Byways, CDOT
Katrina Harms, representing Peak to Peak Scenic Byway

Commissioners by phone: 1-877-820-7831 (passcode 321805#)

Kathy Hall, representing Transportation Commission
Charlotte Bumgarner, representing Eastern Byways, Vice-Chair

Absent:

Margaret Hunt, representing Colorado Creative Industries
Rep. Barbara McLachlan, representing the State Legislature
*Cynthia Nieb, representing President of History Colorado. She attempted to join by phone but was routed to another CDOT meeting.

** indicates EX-OFFICIO Members, designated through Dept. Executive Directors.*

Approval of Meeting Minutes

This April Commission meeting was the first Secretary Barker oversaw preparing and distributing materials to commissioners and public ahead of the meeting. She did not distribute the January minutes until the meeting. The commission agreed to approve both the January and April commission meeting minutes at the next meeting in July.

Additionally, packet materials will be distributed to Commission members through Google Drive with an email link to materials at least 2 weeks in advance of meeting. Secretary Barker will set

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this up and test this for the next meeting on July 28.

Byways Commission Meeting Dates

The next commission meeting will be on **July 28, 2017, 1-3pm** at Colorado Parks and Wildlife (CPW), 6060 Broadway, Denver, 80216.

The October byways commission meeting will be moved up from the current date on October 27, 2017, 1-3pm to earlier in the month because of the annual byways meeting on October 24. Secretary Barker is working with Andy Hill (DOLA) and executive committee to find a suitable alternative date. More details to follow.

Save the date! The **Colorado Scenic and Historic Byways Annual Meeting** will be on **October 24, 2017**, time TBD at the Two Rivers Convention Center, Grand Junction. Commissioner Hunt has sent out an invite for Google/Outlook calendars.

Annual Byways Survey

Chair Hill, Vice-Chair Bumgarner, and Commissioner Placchi lead a discussion of results from the 2016 Annual byways survey. The Commission is charged of monitoring the health of program byways. The program is in a moratorium for groups to receive byway status. The moratorium was put in place in July 2016 and will be reviewed again at the July 2017 meeting. The Commission's priority is to understand who our byways are and support them where they are.

Program Manager Bates sent out the survey to all the byways in fall of 2016. Vice-Chair Bumgarner has done outreach and follow-up to get remaining responses. There are just a few lingering blanks from Colorado byways.

The subgroup gave subjective ranking of 1, 2, or 3 to each byway in response to survey answers. A "1" indicates the byway has good health, active leaders, and management plan that is current or being revised. A "2" indicates there is a concern or two for leadership or management of the byway. A "3" indicates significant concern and the group of byways the commission should prioritize our support and focus. The groupings were shared with commissioners in a handout to guide the next discussion of supporting our byways.

Supporting Our Byways

Chair Hill proposes pairing up each byway in two ways.

First, pair low performing ("3's") with high performing byways ("1's") for mentorship and collegiality amongst the byways. Vice-Chair Bumgarner is currently reaching out to the top performers to gauge willingness to be points of contact and mentors within the byway groups.

Second, pair byways with Commissioners by geography and interest. Secretary Barker shared a summary table with the present commissioners of byways, geography, and internal survey ranking.

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Commissioners present and by phone signed up to be a point of contact (POC) for each byway over the upcoming months. Vice-Chair Bumgarner will take this list and provide initial byways POC's and relevant notes. Chair Hill or Secretary Barker will follow-up with POC list and initial prompts to get us started in our outreach e.g., ask to be on email and mailing lists, ask to be notified of byway meetings and communications.

Facebook and Media Needs

Program Manager Bates will be ramping down her management of social media through Facebook and general media needs for the byways program. Bates has a list of how the program manages the Facebook page. Secretary Barker has been added as a page administrator and has been observing content for past few weeks. Bates and Barker encourages all commissioners to “like” the Facebook page.

Group was formed to look at Facebook management moving forward: Chair Hill, Barker, Andy Hill, Thorson, Boyless.

Moving forward, we could have commissioners or an intern to lead this effort. We have parameters on good posts. There is both an administrative piece and then generating user content. When commissioners take trips, could be a great source of photos and content. We should consider adding Instagram – a strong visual platform with popular use of hashtags. Andy Hill will talk with her “communications officer” to share an intern.

Additionally, Commission will assist Bates with press releases and other media needs moving forward. The Byways Program provides a press release in May before Memorial Day. This is currently being drafted for press. A press release is also needed when key events happen e.g., conferences, special events, documents like an economic study, or when people ask for one e.g., Colorado Municipalities special issue ([click here to access, pp. 32-33](#)).

Commissioner Orientation

Program Manager Bates led this discussion in-person, supported by Vice-Chair Bumgarner by phone. The packet of materials was provided to commissioners as hard-copies and will be shared electronically through a Google Drive link after the meeting to all commissioners.

- “Who’s Who” of the Commission – bio, photo, title, email, phone number
- Brochures for byways
- [Commission Strategic Plan](#) – published January 2017
- Agendas for January 2017 and October 2016 commission meetings

The byways program was established in 1988. This program preceded the National Byways program being established in 1991. The Byways Commission traditionally spent meetings ranking, scoring, and recommending funding from the National Byways Foundation. To date, there has been \$22.4 million federal and match grant money received by the 26 Colorado byways.

The last grant cycle was in 2012. The two most recent pieces of Federal transportation legislation

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– Moving Ahead for Progress in the 21st Century Act (MAP-21) and Fixing America's Surface Transportation Act (FAST) – did not include byways funding. There is not additional funding that has been available to the Colorado byways program or to the state. There is lots of individual opportunity to connect byways with other funding sources. There is also opportunity to get additional agencies to support the program with resources and funds.

Also discussed was the [2013 Colorado Byways Economic Report](#) and [2016 Colorado Byways Economic Data Analysis](#) from CDOT. From the 2013 report, pp. 12-13 provide great data points on impacts of the program to support policy and education efforts. The recommendation from the most recent report is for CDOT to collect additional tourism information, gather more physical data (working with CDOT and Tourism economists), and for the byways program to add an additional question to the annual byways survey.

Presentation and Conservation with Colorado Byway – Peak to Peak

Katrina Harms has worked with the byway for about 15 years. She was asked to present on behalf of Scott Brunchen, chair of the Peak to Peak scenic byway. Harms is the Executive Director of the Carousel of Happiness and Chair of the Downtown Development Council in Nederland.

The Tourism and Recreation Partnership (TARP) was established in 1990 in Boulder County which set up county funding for member organizations on strategies for economic development in the west part of the county. The funding went to reopen Eldora Ski Area, and then next funding to rehabilitate the byway itself. Funding also supported conservation acquisitions and development of a GIS database. In the last 10 years, TARP has supported a pedestrian sidewalk in Nederland, visitor center, electrical vehicle charger, and expansion of cellular network coverage on the Peak to Peak byway. The Peak to Peak Byway gets about \$11,000 annually from TARP.

Peak to Peak plays significant role in the region, lifeline for the region during the recent flooding in Boulder County. The byway coordinates with Gilpin county with regularity. Tourism is not being promoted in any way in Nederland. Other involved groups are Downtown Development Authority (DDA), Town of Nederland. There is not a formal organization or group for the byway.

The Peak to Peak Byway Corridor Management Plan (CMP) is just over 10 years old. Updating the plan before mid-2018 as commission expects is proving to be a challenge. There are challenges to accommodating ADA requirements. Byway has identified issues that could be better addressed: environmental factors, social issues with homeless and transient population setting up camps along the roads, and parking and restrooms shortages. Lenore is putting together a toolkit for how byway groups should update their management plans.

The Town of Nederland has a visitor center that references the scenic byway but no printed materials specifically for the byway. The center provides CDOT maps with a simple black and white map of the area. DDA is putting in a grant to manage the visitor center, which could be an opportunity for materials.

The website town pages for Estes Park and Glenwood Springs page are the top websites for tourism

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destination and could be a way to identify and promote without administering a website. The Trip Advisor webpage for the Peak to Peak Byway has over 1200 glowing reviews!

Items for Next Meeting

Chair Hill requested items for the July commission meeting. Referencing the commission's goals and action spreadsheet (in October meeting minutes), commission will discuss funding model for program and will revisit the moratorium to approve new byways in Colorado.

Updates from Commissioners

Chair Hill would like to schedule an informal happy hour for the commission outside of a meeting schedule to get to know each other better. There is interest, and she will follow-up with the group for a location in the Denver metro area.

Rep. Willett (R-Grand Junction) and Sen. Scott (R-Grand Junction) ran a resolution, [HJR17-1018](#) Designate The Tour Of The Moon Byway, in the legislative session to change the name of an existing roadway. They used the word "byway" for the roadway, but this effort is unrelated to any work we at the Byways Commission have done or will do, unless we release the moratorium and the Tour of the Moon group come to us for state designation as an official state scenic and historic byway. The resolution passed despite providing input to Willett's staff of confusion around the term. This demonstrates the need for the byway program to have legislative support and communications from CDOT legislative liaison in future session. Commission can TM byways logo, could also file and register, or could claim through common law to minimize signage confusion.

Commission Lammers shared a newly revised publication from the Colorado Tourism Office called "[Colorado Roots](#)" which features scenic byways on the hard copy cover. Another new state resource is the "[Colorado Field Guide](#)," an in-state travel initiative with a goal to get Coloradans to focus on thematic itineraries.

Additional CTO resources that should be on commissioners' radars are the [Cultural Heritage Agritourism Mentor Program](#) (CHAMP) that byway groups could get 50 hours of free mentor services or even 100 hours donated for "super champs" with thriving group. Applications are due June 2. Vice-Chair Bumgarner could send this opportunity out to the byway POCs. [Colorado Blueprint](#) application process is now open plus [Marketing Matching grant program](#) (\$600K pot, up to \$25K matching funds).

Andy Hill notes relevant [capacity trainings](#) for byway groups and creative districts.

Katrina Harms shares the [Downtown Colorado, Inc. conference](#) May 2-5, 2017.

ADJOURN:

The Colorado Scenic and Historic Byways Commission adjourned at 3:18 p.m. on April 28, 2017.