



Colorado Scenic and Historic Byways Commission

Meeting Agenda

NOTES

Friday, January 27, 2017, 1 to 3 p.m.

Location: GOCO, 1900 Grant Street, Suite 725, Denver, CO 80203 (Garage & Street Parking)
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 (unable to attend)
Margaret Hunt, Colorado Creative Industries (represented by Ben Litwin)
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 (on-phone)
Charlotte Bumgarner, Eastern Byways (present)
Nathan Boyless, History Colorado (present)
Rep. Barbara McLachlan, State Legislature (on-phone)
Jill Lammers, 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)
*Cynthia Nieb, History Colorado, State Historical Fund (present)
*Gary Thorson, Dept. of Natural Resources, Colorado Parks & Wildlife (present)
*Vacant (Andy Hill), Dept. of Local Affairs, Colorado Main Street (represented by Andy Hill)

Colorado Dept. of Transportation:

Lenore Bates, Colorado Scenic and Historic Byways Program Manager (present)

Agenda

1. Introductions & Agency Announcements – Roger (10 minutes): New Commissioners,
 - a. Rep. McLachlan, State Legislature Representative
 - b. Daniel Cressy, USFS Representative
 - c. Kathy Hall, Transportation Representative
 - d. Nathan Boyless, History Colorado Representative (CPI Saving Places Conference)
 - e. Jill Lammers, Colorado Tourism Representative
 - f. CCI conference
 - g. Gary Thorson – PITO Conference
2. Chair/Vice-Chair – Roger (15 minutes)
 - a. Commission Quarterly Business – Approve last two meetings' notes (10/28 & 7/22)
 - b. Amanda B. motioned to approve the notes and Cynthia second the motion, the ayes have it and the motion carries.

- c. Update Bylaws to include Secretary position/responsibilities – Charlotte distributed the updated article section to be updated to include the secretary position and new responsibilities.
 - d. Amanda H. motioned to approve the secretary position and Cynthia second the motion, the motion was carried/approved.
 - e. Roger explained that at the first meeting of the year the Commission Elects Officers – Chair, Vice-Chair, Secretary Per bylaws
 - f. Charlotte motioned to elect the following: Amanda Hill Chair, Charlotte Vice-Chair, and Amanda Barker Secretary, Cynthia seconded the motion, all ayes and the motion was carried/approved.
3. National Scenic Byway Foundation Update – Charlotte Bumgarner (5 minutes)
- a. 25th Anniversary Celebration Review, Washington DC Visitor Center, Charlotte spent day visiting Doug Lamborn’s office, his aides stated to work through the National Chamber of Commerce, Cory Gardner’s office said our budget was small and small budgets are easier to find, Stopped by Michael Bennett’s office, (Cynthia said to follow up with Bennett’s office because they are interested), Nathan will help. Since the offices stated that we need data (stats about byways), so the NSB Foundation is funding raising for money to get the data into one report. [Note: Colorado Byways has a 2013 Economic Report, 2016 Economic Data, and 2017 Strategic Report]
4. Cache la Poudre-North Park Scenic and Historic Byway – Cheryl Glanz, Byway Chair (40 minutes) –
- Covered the North Colorado Loop Tour <http://www.northcoloradoloptour.com/> provide brochure, which is a collaboration between three byways (CLPNP, Colorado River Headwaters, Trail Ridge) and the Cache la Poudre River National Heritage Area. CLPNP also has participated in various activities, including the 10th Anniversary of the Hokkaido Japan Scenic Byways http://www.scenicbyway.jp/english/index_e.html. Hokkaido Byways had banners at their airport with Colorado Byways displayed, plus we cross-market their website on our primary website. We have also translated the Colorado Byways profile sheet into Japanese. Hokkaido Japan Scenic Byways provided a luncheon presentation at the Colorado Byways 25th Anniversary in 2014 and has attended various National Scenic Byway conferences throughout the years.
5. Goals & Actions Updates from Committees
- a. Goal 1 – Fact Sheet/Elevator Pitch & Funding – Amanda Barker – Sheet was distributed in DC and will be used in the future.
 - b. Roger: JVC level and other levels should receive this, especially since they have byways, to discuss the value, Amanda Barker stated the main focus is funding, Jack stated to put map on back side of sheet, Cynthia stated to add DOLA and rural funders forum, Amanda Hill stated that this is important regarding a staff, and other dollars, while also doing efforts through the commission. Roger mentioned the map should state that these byways lead the people to discover Colorado and bring opportunity to the communities (show value/leading to economic opportunity). Deb also said the local communities should be listed. [Strategic Plan has updated infographic]
 - c. Goal 2 – Get incorporated (CO the Beautiful) – Jack/Gary
 - d. Gary – CO the Beautiful primarily GOCO and DNR, trail mapping, Governor Hickenlooper January 12th State of the State (Rural) addressed this, also spoke to

Jack and Kelly (CTO), the CO the Beautiful not the best place for byways, follow-up with the OEDIT (rural development contact), Jack – Trails Meeting and discussed the CO the Beautiful (they are willing to come to Colorado Byways meeting), another program called Keep it Colorado (CO Conservation Partnership), Amanda B. explained the program, Amanda Hill said to also invite them to the meeting, Roger said that trail map and byways should be on a map, Jack stated Eric Drummond is the DNR GIS specialist.

- e. Goal 3 – Review Survey Results – Amanda Hill (15 minutes) – Put out an annual survey to ask if they are following their guidance, 11 did not complete the survey, Roger stated that a community might want to take over, Charlotte went over the stats, Amanda Hill is asking commission if they can reach out, Roger will contact the weakest on the Western Slope, Roger will call West Elk Loop first, Jack (Alpine Loop, Silver Thread), Nathan and Cynthia will follow up. Deb suggesting pairing up a 1 (strong) to mentor a 3 (weak), sometimes it is an awareness, Cheryl stated she can help, Jack Annual Meeting of the byways with 4-5 presentations, Gov. Conference (?), Lenore previously has offered the annual meetings at the Partners in the Outdoors Conference and previously at the Gov. Tourism Conference [annual meeting no longer in responsibilities], Andy said if you feel the local government is the primary contact DOLA can help, Deb mentioned the 6 and 16 and maybe there could be extra points on the energy impact grants for a scenic byway, Charlotte asked for the words Byway to be put in legislation.
6. Hand Outs & Publications Available - Lenore (10 minutes)
 - a. Commission Contact List (Amanda B. will send out the list.)
 - b. Economic Data Analysis
 - c. Infographic
 - d. Strategic Plan
 - e. Frontier Pathways Calendar
 - f. Colorado Byway Guides, Rack Cards & Maps
7. Wrap-Up - Next Meeting – Location – Roger (10 minutes) – Pending agenda items:
 - a. Goals & Actions for next meeting – continue conversation with actions above, plus add Kick off (funding), revisit webpage info, moratorium. July 2017 meeting will revisit list.
 - b. Colorado Byway Commission 101 Overview, history, funding
 - c. Presentation – Gold Belt (?)
 - d. CO the Beautiful (?)

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.

2017 Meetings Dates & Times 1 p.m. to 3 p.m.:

January 27, 2017 - GOCO, 1900 Grant Street, Suite 725, Denver, CO 80203

April 28, 2017 - BLM,

July 28, 2017 - CPW 6060 Broadway,

October 27, 2017 - DOLA 1313,

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