



Colorado Scenic and Historic Byways Commission

## October 2019 Meeting Minutes

**Time:** Thursday, October 31, 2019, 9:30 am – 12:00 pm

**Location:** Colorado Preservation, Inc. 1420 Ogden St, Downstairs Conference Room, Denver, CO 80218

**Call-in Option:** 1-712-432-0220 (passcode 7579786#)

**In attendance:** Amanda Barker, Andy Hill, Sheila Sears, Jack Placchi, Lenore Bates, Nathan Boyless, Jane Lesh, Peter Piccalo, and by phone, Cheryl Glanz, Ilana Moir, Daniel Cressy, Heidi Pankow, Rebecca White, Peter Piccalo, Cassandra Patton.

### Approve July 2019 Meeting Minutes

Sheila Sears asked Commission Members to review and offer any amendments to the July minutes. One correction was that in his update, Gary talked about the possibility of new state parks, rather than “National” as noted. Meeting minutes with correction were unanimously approved.

### Program Manager Update

Lenore Bates reported on the Byways 30th Anniversary Festivities, including the photo exhibition and reception, the anniversary stickers for the Byways brochures, and the feather banners for all the welcome centers. Any additional “branding” with the 30th Anniversary could be extended to March of 2020 if needed.

### Annual Survey Results/Report

16 out of 26 took the annual survey. We need to work on improving the response rate as the trend is downward. There has not been the follow-up needed to get the responses, which may even need to be calls to byways and help in walking them through the survey as it should be easy information to collect.

There was some outreach in May but it has not been fully successful. There has been a lot of change in leadership. The Commission members should know who has not responded. The surveys are really important and should be a priority in getting the baseline and comparative information we need to promote and support them. Lenore will follow up with a report to Commission members at the February 2020 Commission meeting.

### Byways Annual Meeting

Lenore and Amanda reported that there were positive responses from folks around the content of the Annual Meeting and an appreciation to continue regularly meeting with Byways representatives and offering some education/training throughout the year.

### Introduction with new CTO Board Member

Peter Piccalo, Bicycle Colorado and Colorado Tourism Board Member (representing CDOT)

Peter is getting up to speed on our work with the byways and how they connect with Tourism and Economic Development. Prior experience includes work in both private sector and nonprofit. He is both a bike and tourism advocate. Bicycle Colorado is the state’s bike advocacy group. More people are riding bikes for both recreation and transportation. Scenic byways an untapped asset for bike riders. Cannabis use is a greater attraction than riding a bicycle. There are byways that are not safe to ride a bike on, and

he is interested in making them safer. His “moonshot” goal is that everyone is safe biking on the byways, which means a lot of improvement needs to be done, especially on shoulders. Also electrification of byways, looking at the rise of ebikes as an alternative form of biking, especially for the aging population. Populating ebike chargers as the other chargers get installed is relatively easy.

Rebecca noted that CDOT can map all the shoulders along the scenic byways, and are interested in helping on this as a benefit of all users of the systems. There are great possibilities of collaborations in identifying and supporting these goals.

### **Presentation from a Byway - Guanella and Mt Evans**

Cassandra Patton, Clear Creek County Tourism Bureau

Cassandra presented information about the two byways in Clear Creek County, highlighting the accomplishments over the past five years ([presentation on the Google Drive here](#)), including the corridor management plans and successful collaborations. Concerns are overcrowding and keeping information relevant. They have found the value in being certified and are working hard to improve on the CMP. One big takeaway is that the folding of the two byways into one organization has given these two byways a strong and sustainable model.

Jane mentioned the Forest Service partnerships with shuttles at Hanging Lake and other high use sites. Noting that education is such a critical element, Cassandra mentioned that there needs to be a “need to know” document or site to prepare visitors for the unique landscape, terrain and weather changes. Amanda mentioned that there might be some top tips on the landing page of the new Byways program website on Colorado.com. Cheryl mentioned the “Are you Colorado Ready?” brochure from Colorado Tourism Office; perhaps the website can emphasize some of those critical tips.

Daniel brought up the concern from some of the local forest service members about the high-volume use when a National designation might increase traffic further. What needs and support are needed to manage the “overuse” issues? There is a fee system in use in some locations.

### **Review of the Executive Order and Bylaws**

There was a brief review of the Executive Order. Rebecca, Nathan and Andy volunteered to “redline” the EO and bylaws. Reminder to be sure to align both documents with the possibility of legislation to accept funding. Commission members agreed that it would add an office outdoor recreation slot.

The commission had more discussion about what process needs to be followed to pursue accepting gifts, grants and donations and to spend the collected funds. What do we want to do if we can accept gifts, grants donations? The goal is to have a small grants program. Can we think about providing resources to the byways on finding funding and helping them leverage that funding to unlock additional resources. Transportation Alternatives Program (TAP) is project-specific with funds going to qualifying byways projects. Nathan will follow up with Steve Turner about the idea of using TAP funds.

Next steps include developing roles and responsibility for 1-2 Year Goals No more than 3 tactics under each goal. Amanda noted that we have not had time for our working groups to move forward on work on the objectives.

Jane wanted more information about the moratorium and why we have one. There was agreement that we do want to work to lifting the moratorium in 2020. Lenore will look at the guidelines and make recommendations..

The group has a desire to create a Day at the Capitol. Could we start the awareness campaign with the review of the executive order and perhaps the lifting of the moratorium? As part of advocacy efforts,

Heidi suggests we ask byways to focus on informing and educating the County Commissioners. They need to have both the understanding and ability to focus on local support. Have we interacted with CCI or CML? Lenore noted that there are byways in 48 of the 64 counties in Colorado. Heidi volunteers to help with the political agenda. Can we engage more at a local level? Andy volunteers to reach out to CCI & CML.

Cassandra asked if there are marketing materials regarding the importance of byways and being designated? There are a number of themes that could be used in educating county commissioners, e.g. sustainability, tourism, economic development, loving our outdoor spaces to death, etc. Standardized materials that can be customized would be helpful. Give tips and strategies for local byways to use. Jill suggested that CTO could help through work with Miles Partnership (marketing company who works closely with CTO) and hosting the info on the Colorado.com/Byways site. Could we develop edgy artwork with RM school of art & design? What is the byways “brand”?

Before we do more exploration around tech, Nathan suggests we wait and see what traction we get with the new CTO website.

### **2020 Dates for Byways Commission Meetings**

- February 12
- May 6 in Ouray as part of the Byways Symposium
- August 6
- November 5

Commission meeting concluded at 12:03pm.

Commission:

Amanda Barker, Member at Large

Nathan Boyless, History Colorado

Jill Corbin, Colorado Tourism Office

Daniel Cressy, USDA Forest Service

Cheryl Glanz, Eastern Byways

Kathy Hall, Transportation Commission

Rep. Barbara McLachlan, State Legislature

Ilana Moir, Conservation/Open Space Rep

Heidi Pankow, Western Byways

Jack Placchi, Bureau of Land Management

Sheila Sears, Colorado Creative Industries

EX-OFFICIO Members (designated through Dept. Executive Directors):

\*Andy Hill, representing the Department of Local Affairs

\*Cynthia Nieb, representing History Colorado

\*Gary Thorson, Department of Natural Resources

\*Rebecca White, representing the Department of Transportation

Lenore Bates, Colorado Scenic and Historic Byways Program Manager

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)

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.

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)

Commission Bylaws: <https://www.codot.gov/travel/scenic-byways/bywayscommission>

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