



Colorado Scenic and Historic Byways Commission

January 2019 Meeting Minutes

Time: Friday, January 18, 2019, 9:30 am – 12 pm

Location: Colorado Department of Transportation HQ, 2829 W Howard Pl, Denver, CO 80204
T-Rex Conference room, #105

Present: Amanda Barker, Andy Hill, Cheryl Glanz, Nathan Boyless, Gary Thorson, Heidi Pankow, Lenore Bates, Ilana Moir, Sheila Sears
Oana Ford, guest

Approval of October Commission Minutes:

Nathan moved to accept the minutes of the last Commission meeting. Gary seconded the motion. Approved unanimously.

CDOT Economist Presentation:

Oana Ford, PhD, earlier had presented this information at the Preserving the Historic Roads conference in September 2018. The slide presentation highlights the benefits of byways, with data drawn from a 2016 Economic Impact Study, CDOT Surveys and the 2017 Longwoods Intl (tourism) Survey. Among the benefits cited were: connecting communities, land conservation, historical and cultural resource preservation, community building, commerce, tourism and job creation.

The study shows that Colorado's Byways contribute to regional economies in a meaningful and measurable way. Some of the conclusions drawn were:

- At least 1 in 5 vacationers has traveled on a Byway
- Visitors show a heightened awareness of Byway designations

Ford noted that when more accurate byway-specific information becomes available, the economic impact study can be re-done and will probably show even more robust economic benefits.

The Commission discussed the importance of the findings and the possibilities for using it to support broad awareness and support for the byways. There will be a new web process for data/user survey collection implemented soon, which will make it easy for the Commission to share and encourage participation. Cheryl mentioned using Welcome Centers' mailing lists for the survey.

2019 elections:

Amanda presented the slate of nominations for Executive Committee:

Amanda Barker as Chair

Nathan Boyless as Vice Chair

Sheila Sears as Secretary
Andy Hill as additional member

Cheryl made a Motion to accept the slate; motion seconded by Heidi. Motion passed with abstentions by members nominated through the slate.

2018 Annual Meeting:

Amanda reported that notes from the annual meeting will be shared soon. There was good feedback from attendees. It was noted that members believe that CMP training should continue to be available and has shown to be a good value. There is an option of consultants to help byways do their CMP.

There was talk about next year's Annual Meeting (in Denver) in connection with the Governor's Tourism Conference. Amanda was originally looking at Monday Sept 30 for the Byways Annual meeting, but that could conflict with some other obligations/pre-conference activities for some. Should we survey folks about ideal times? Sheila will follow up with tourism on where they see a good fit and what they will provide next year (e.g. meeting space).

Byways Updates:

- Cheryl reported some progress on the signage issues in Fort Collins
- Kim from Boulder CVB is being looped in for Peak to Peak.
- Hwy of Legends is updating their CMP
- Lariat Loop is moving forward and are joining National Scenic Byways; Nathan is helping them and they submitted an application to offer a formal tour of the Byway as part of the National Trust for Historic Preservation Conference that will be held in Denver in early October.
- Lenore and Amanda updated the Commission about byways presence at Saving Places Conference.
- Corridor Management Plans should provide guidance for the visual elements on the byway with input from the CDOT Landscape Architects and historical elements could be provided through CDOT Historians, History Colorado, and local historical societies. Lisa Schoch (CDOT Senior Historian) and Lenore met with History Colorado to discuss interpretive signs and markers.

Byways Survey:

Lenore Bates and Amanda Barker updated the group regarding the annual survey. The Commission does an annual survey of all byways. It's a simple online survey looking at whether Byways are meeting the standards for being a Colorado Byway. Members questioned whether we have any incentives or consequences. For the 2018 Survey, there were 7 out of the 26 that did not complete a survey. Cheryl and Heidi will contact those people and help them fill it out. Sheila asked if we can look at the 2019 survey before it goes out. We would like to have the 2018 data finished before the 2019 goes out as comparative data can be helpful.

Byways History Summary:

Lenore presented on the History of the Colorado Byways program. She shared valuable information about the number of different designations (presentation attached) and the development of the program here in Colorado. She also shared a great CDOT book about the history of roads in Colorado.

Update from byways funding and structure working committee:

Andy and Nathan recapped a December meeting focused on how we create the right path to a sustainable program and a new home. We are currently finalizing the MOU committing funds to sustain the program. The committee continues to work on how we want to focus and what are the next steps. The Commission will need to think about how we can collaboratively define the scope moving forward. Do we need to help the partners reimagine the program? What would it look like under History Colorado and with help from Tourism in promotion?

There was discussion about the importance of a strategic action plan and legislative road map. How do we message in a way that's effective? Current commitment is \$20,000 from CDOT and possibly funds from OEDIT/Tourism.

Next steps will be hiring a consultant with the following priorities:

- Work on fleshing out a plan started in 2017 as part of the strategic plan
- Defining structure, scope, home
- Create effective messaging to sustain program
- Hire part time staff to help administer the program

We need to continue to engage the Commission and while we're envisioning, keeping the core values of the group.

Update from CTO on the State Historical Fund grant to create a webpage for all 26 Byways that is linked to Colorado.com

Feb-March: Miles Partnership (contractor through OEDIT) will begin a content photo and video audit of existing Byways – websites, photos, videos, etc. Mid-February Miles sent survey to Byways groups. In May they will begin creating storyboards for the webpage that will eventually contribute to the final design and layout.

Commission open floor for shared updates:

Update from Charlotte Bumgarner: DIA photo display moving forward. The photos will be displayed at the State Capitol during the legislative session and at History Colorado in the summer

The byways community will have a meeting the day before the CPW conference starts: April 24, 2:30-4:30p at Beaver Run Resort (Breckenridge), room TBD. The focus of the meeting will be Taking SCORP (Statewide Comprehensive Outdoor Recreation Plan) to Action - we want to talk about how the byways relate to SCORP goals. We also plan to discuss who is using effective

messaging and can we better structure statewide messaging of the byways program? We can start these ideas for finding speakers and conversation participants:

- How to treat the byways, how to use the byways
- Leave No Trace song, a partnership between LNT and byways
- Are you Colo-ready?
- Materials from Tourism Office - ask Sheila
- Byway examples of good signage or successes

Meeting adjourned at 12:04pm.