



## Colorado Scenic and Historic Byways Commission

### July 2019 Meeting Minutes

Friday, July 19, 2019, 9:30 am – 11:30 am

Colorado Welcome Center at Fort Collins, 3745 E Prospect Rd # 105, Fort Collins, CO 80525

**In attendance:** Amanda Barker, Andy Hill, Sheila Sears, Rep. Barbara McLachlan, Gary Thorson, Cheryl Glanz, Jack Placchi, Lenore Bates, Nathan Boyless (by phone), Ilana Moir (by phone)

#### **Approval of May 2019 Meeting Minutes**

Sheila Sears presented the minutes of the May meeting. The minutes were missing the attendance. Andy moved to accept the minutes with the addition of the May attendance; Barbara seconded the motion. Motion approved.

#### **Byways 30th Anniversary**

Lenore updated on the 30th anniversary celebration and exhibit at History Colorado. Steve Turner, Executive Director of History Colorado and Shoshana Lew, Executive Director of the Colorado Department of Transportation (CDOT) and Rebecca White (CDOT Division Director) attended and \$405 was raised from the silent auction of some of the photos.

Attendees included photographers, byways staff, and Commission members. Commission commented on the success of the reception and the attendees. There was a writer from Colorado Springs who covered the event. It was suggested that we consider doing a blog post about the exhibition and event. History Colorado is excited and motivated to get involved in heritage tourism.

Lenore reported that she is ordering “feather” banners for Colorado Welcome Centers that will include the Byways’ columbine logo.

Lenore asked the group to consider doing a calendar from the photos as an easy win to raise awareness of the Commission. Commission members should let Lenore know how many calendars they would be able to use.

The question arose about whether we have the artists’ permission to reproduce the photos. That affects any plans we might make to sell or give away calendars, cards, prints or any other products. Lenore will talk with Charlotte about what, if any, paperwork/permissions were obtained from the photographers.

The question around selling items or collecting revenue, such as grants or donations, started a discussion around how we can collect income. The commission does not have a separate bank account, although one could be created while other options are explored. Do we need a non-profit or a “friend of” group? We need to review the statute/executive order. The group decided to set up a subcommittee to look into the above issues/opportunities.

## **Annual Meeting**

As the result of the Doodle poll, the annual meeting will be on Wednesday October 2 from 8:30 am – 1:30 pm at the Colorado Office of Economic Development, 1600 Broadway, 25<sup>th</sup> Floor, Denver, CO 80202. There will be a video call or phone in option. Some ideas for content included:

- Wayfinding assessment report
- Electric vehicles/byways update
- Jack- projects awarded federal lands access grants- could announce which byways received the Federal Lands Access Program (FLAP) grants and maybe have them present.
- Have Steve Turner and Shoshana Lew offer a short keynote/duo Q & A
- Travel Story (app) presentation

## **Byways/Commissioners' Updates**

Rep McLachlan suggested a “Byways Day” at the capitol to engage legislators, including giving a presentation to the joint transportation committee, introducing the program to the floor of the senate and house, etc. Barbara offered to work on this.

Lenore is considering investing in a display, especially for the 30th anniversary. Lenore will look into these costs and her budget. Cheryl encouraged everyone to look at the new state tourism map, which has the Byways market. Visitor centers have byways sections now for their materials.

Cynthia Nieb updated she has spoken with more people from the Santa Fe Trail. Pat Palmer may step up as a leader. Sheila reported that her contact for Santa Fe is Pam Denahy, who is also on the Creative Industries Council. Sheila will follow up with her.

Jack Placchi said BLM’s engineering program has put in for funds to invest in the Spot Falls campground in Los Caminos (capital improvements), and for new toilets in Alpine Loop. Has not yet been approved.

In the current round of the Federal Lands Access Program (FLAP), among the applicants are projects from Dinosaur Diamond, Trail of the Ancients and San Juan Skyway. Awards may be determined by October 1.

Gary highlighted the acquisition of Fisher Peak and Crazy French Ranch, southwest of Trinidad, which adjoin state wildlife areas. He is working with Dan Gibbs as the new Executive Director of the Department of Natural Resources; Gary plans to retire in October. Commissioners thanked Gary for his service and work making the Commission strong. There is some possibility of additional national parks – Commission needs to stay informed!

## **Commission's Goals for Next Year - Discussion:**

- More/updated marketing, print more brochures
- Add small grant program to incentivize engagement and build local momentum (Sheila, Elizabeth O, others can help develop process; Lenore has experience with the former grant program)
- Update executive order. Add another rep from OEDIT to commission (Nathan Fey from Outdoor Recreation)

- Create awards or spotlight events to help build local excitement and momentum (Byways anniversary award?)
- Heidi, as part of Leadership Journey, working on Byways as her project- 2020 30th anniversary event
- Lift moratorium/Open up ability to nominate new byways; reexamine criteria for removal (group discussed this may not be necessary and that we use incentives instead to improve performance/engagement)
- Recommendations from Commission for request for assistance from Lenore:
  - Survey the byways and create annual report
    - We have a critical need to survey the byways for an annual report. We can do a spring questionnaire to connect with byways.
    - Can we use a grant program to incentivize the survey?
  - Use these data to inform training, tech assistance, work plan
  - Keep up the economic benefit study
- Reaching out to people and agencies/organizations; Rebuilding relationships.
- Work plan will also start including possibilities to connect byways with other (funding and TA) resources.
- Commissioners can still do outreach but Lenore should do the survey/questionnaire.
- Can we pursue a Marketing Match grant from CTO for all the byways brochures?
- Can we do a display that can be reused?
- Ilana likes the Travel Stories but was concerned about access to the app for all byways.
- All members agreed that we should revisit communications with the byways in a positive/supportive way.
- Nathan mentioned that State Historic Society is doing an archeology economic impact study.
- Communications plan was on hold when we thought the shift was happening; we need to revisit.

Amanda summarized the discussion. The group agreed that the top priorities for Lenore are managing the questionnaire and reporting on economic impact. Group discussed creation of subcommittees to work on key objectives:

1. Program sustainability/Political: Lead- Barbara" Day at the Capitol. Update executive order. Ask for funding (?).
2. Tech solutions: Lead- Nathan. Travel Story, Cotrex, add byways to google maps, CTO grant, etc.
3. Nonprofit arm/Friends group: Lead- Jack, with support from Andy. Determine if we need statutory authority/legislative agreement, search for champion. Request advice from Matt Gray, State Parks Friends director. Need nonprofit arm to accept grants and dollars and spend funds.
4. Marketing: Lead- Cheryl, Ruth from CCI (to help get permissions from artists for use/sale of photos), Elizabeth O'Rear. Update brochures, marketing. Postcards?

**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, BLM Representative  
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, representing the 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>