

Colorado Scenic & Historic Byways Commission

Strategic Planning Retreat #2

10 a.m. to 3 p.m., Wednesday, September 2, 2015

USFS Regional HQ, 740 Simms St, Golden, CO 80401

Fernow Conference Room, 2nd Floor

AGENDA

10 a.m.	Introductions
10:10	Status Review; Strengths and Challenges
11:00	Goals & Objectives: The Byways System; Commission Operations; Byways Funding
Noon	Lunch
12:30 p.m.	Goals & Objectives: Improvements to the Byway Experience
1:45	Break
2:00	Goals & Objectives: Byways' Sustainability; Brand Development; Community-based Economic Development & Livability
2:30	Mission & Vision
3:00	Closing

PROPOSED OUTLINE FOR GOALS & OBJECTIVES

The Byways System

Commission Sustainability (operations and funding)

Byways' Sustainability

Brand Development (marketing & promotion re website, social media, promotional materials – with two audiences: residents; visitors)

Improvements to the Byway Experience (Corridor Management & Visitor Experience)

Capital Investment (safety, overlooks, visitor comfort, recreational access, directional signage)

Historic Preservation

Viewshed Protection (land conservation; design/development planning/guidelines)

Interpretation & Celebration Relating to Byways' Intrinsic Qualities (kiosks/outdoor interpretive signs; apps; events)

Community-based Economic Development & Livability (business outreach; plus, a guiding principle for setting priorities and gauging results in all other areas)