

Scenic Byway



## Colorado Scenic and Historic Byways Commission Meeting Agenda

Friday, October 28, 2016, 11 a.m. to 1 p.m.

**Location:** BLM Colorado State Office, 2850 Youngfield Street, Lakewood, CO 80215, United States  
4th Floor conference room

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

Margaret Hunt, Colorado Creative Industries

Amanda Hill, Member at Large (GOCO)

Roger Ben Wilson (Co-Vice Chair), Western Byways

Jack Placchi, BLM Representative

Kathy Hall, Transportation Commission

Charlotte Bumgarner, Eastern Byways

Robert Mutaw (Co-Vice Chair), History Colorado

Rep. KC Becker (Chair), State Legislature

Kelly Barbello, Colorado Tourism Office

Amanda Barker, Conservation/Open Space Rep

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

\*Debra Perkins-Smith, Dept. of Transportation, Div. of Transportation Development

\*Cynthia Nieb, History Colorado, State Historical Fund

\*Gary Thorson, Dept. of Natural Resources, Colorado Parks & Wildlife

\*Shay Coburn, Dept. of Local Affairs, Colorado Main Street

### **Colorado Dept. of Transportation:**

Lenore Bates, Colorado Scenic and Historic Byways Program Manager

Betsy Jacobsen, CDOT Bicycle/Pedestrian/Scenic Byways Section Manager

### **Facilitators**

Jody Kennedy, Colorado Parks & Wildlife, Public Involvement Planning Specialist

Lauren Truitt, Colorado Parks & Wildlife, Partnership Coordinator

### **Agenda**

1. Introductions & Agency Announcements – Rep. KC Becker (5 minutes)
2. Chair/Vice-Chair (5 minutes) – Rep. KC Becker, Roger and/or Bob
  - a. Commission Quarterly Business – Approve last meetings' notes
  - b. Set 2017 meeting dates
3. National Scenic Byway Foundation Update – Charlotte Bumgarner (5 minutes)
  - a. 25<sup>th</sup> Anniversary Celebration
  - b. Brand USA
4. Moratorium on new designations for 12 months – Amanda Hill (5 minutes)
5. Goals & Actions (Colorado Byways Strategic Plan Draft) – Facilitator (90 minutes)

6. Commission Members Terms Expire 2016 - Roger (5 minutes)
  - a. Shannon Gifford replaced by Kathy Hall
  - b. Bob Mutaw
  - c. Kelly Barbello
7. Wrap-Up - Next Meeting – Location – Lunch Options (5 minutes) Rep. KC, Roger, Bob – Pending agenda items:
  - a. Elect Chair, Vice-Chair, Secretary, update Bylaws to include Secretary position/responsibilities
  - b. Byway Presentation: North Colorado Loop Tour (re-scheduled from 10/28/16)

**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.

**2016 Meetings Dates & Times 11 a.m. to 1 p.m.:**

January 22, 2016 - Colorado Parks & Wildlife, 1313 Sherman St, Denver, Columbine Room 6th Fl.

April 22, 2016 - Colorado Tourism Office, 1625 Broadway, Suite 2700, Denver CO 80202, OEDIT's Mountain Conference Room

July 22, 2016 - Colorado Tourism Office, 1625 Broadway, Suite 2700, Denver CO 80202, OEDIT's Mountain Conference Room

October 28, 2016 - BLM Colorado State Office, 2850 Youngfield Street, Lakewood, CO 80215, 4th Floor conference room

###

**Colorado Scenic and Historic Byways Commission  
Goals & Actions Survey (Results & Next Step)  
October 18, 2016**

**Goal 1 MAINTAIN A STATE BYWAYS SYSTEMS THAT IS SECOND TO NONE**

Communications Plan 1.1.1

Elevator Pitch ★

Marketing Plan 1.2.3

Highlighting Byways that serve travelers needs 1.2.5

Highlighting Byways benefits, Commission leadership etc. 1.1.6 ★

Critical Needs 1.3.2 (\*tie to annual survey and training 1.3.3 ★)

Annual Report 1.1.2 (\*develop a draft from annual survey 3.2.1)

**Goal 2 ELEVATE THE COLORADO BYWAYS SYSTEM TO BECOME AN IMPORTANT STATE ASSET FOR  
ECONOMIC DEVELOPMENT AND LIVABILITY**

Marketing Effort 2.1.1 (ties to Marketing Plan under Communication Plan in Goal 1)

Encourage visitor- ready communities 2.4.3

★ Amanda Hill stated that goal 2 may go beyond capacity and perhaps readdressed in 12-18 months

**Goal 3 ENSURE THAT EACH LOCAL BYWAY IS A FULLY FUNCTIONING PART OF AN EXCELLENT  
STATEWIDE SYSTEM**

Funding 3.3.1 – commission – funding should follow top two goals: communications and marketing plan  
(not infrastructure)

Annual Survey 3.2.1 ★ (\*1.1.2 develop annual survey draft, include inventory 3.1.1 ★)

Update CMP 3.1.3 (\*change to template only, template include conservation plans 2.2.1, GPS 3.1.2)

**NEW FOR COMMISSION**

Add Secretary to Bylaws/Elect first meeting of year

Coordination of Byway Commission Meetings, Notes, Announcements, Communication, Etc.

Agenda, Posting, Locations, New Members (recruit, update, and add to calendar)

Support Letters, Point of contact for Boards & Commissions

**REMOVED FROM LIST**

Annual Governor's Conference 1.1.5 (attend on own)

Establish Colorado Byways in GPS (Google for Travel) 1.2.2

Develop an awards program 3.1.4 (instead - Highlighting Byways that serve travelers needs 1.2.5)

Support updating conservation plans found in CMPs 2.2.1 (include in CMP template 3.1.3)

**\*CDOT**

Annual survey 3.2.1 & draft annual report 1.1.2 – Critical needs 1.3.2, inventory 3.1.1

CMP Template 3.1.3 (include conservation plans 2.2.1)

Training – Critical needs 1.3.2, annual survey 3.2.1, wayfinding 2.3.3, historic roads, volunteer training, and highlight other agencies training 1.1.6

★ Amanda Hill’s email regarding actions

**ACTION #s & DESCRIPTIONS**

Communications Plan	1.1.1 Establish a simple Commission communications plan to ensure broad outreach to Colorado residents and leaders, amplifying and building on the following actions in this subsection.
Annual Report	1.1.2 Prepare a written annual report based on an on-line byways survey (see action 3.2.1).
Tourism Conference	1.1.5 Participate in the annual Governor’s Conference on Tourism.
Highlighting Byways benefits, Commission leadership, etc.	1.1.6 Seek opportunities to highlight the benefits of Colorado Byways and the Commission’s leadership, vision, and mission before a wide range of audiences through media outreach.
GPS	1.2.2 Establish Colorado byways in GPS systems (likely via Google Earth) so that byways are identified and presented as scenic and historic routes available to travelers investigating touring in Colorado.
Marketing Plan	1.2.3 Establish a simple long-range marketing plan tied to Colorado’s tourism marketing, amplifying and building on the following actions in this subsection and under Goal 3.
Highlighting Byways that serve travelers needs	1.2.5 Recognize and reward byways that serve travelers’ needs and interests.
Critical Needs	1.3.2 Conduct a “critical needs assessment” by asking byways to nominate their top two projects for calendar years 2017-2018. Selecting a limited number from this list, the Commission can work under the MOU or partnerships.
Training	1.3.3 Determine how to tailor and provide information and research, training and technical assistance to byway organizations. Focus on information supporting resource development planning, grant writing, and outreach to funding sources and provide annual training.
Marketing Effort	2.1.1 Initiate a marketing effort using the byways economic impact report of 2013 and economic data analysis of 2016.
Conservation Plans	2.2.1 Support local byway sponsors in updating their byway conservation plans that often can be found in corridor management plans.
Wayfinding	2.3.3 Enhance and enrich wayfinding along byways. Compile recommendations from all wayfinding assessments and consider other ways to enhance travelers’ access to community services statewide.
Visitor-ready	2.4.3 Encourage visitor-ready communities, such as Main Street communities, Colorado Creative Districts, and byway “base camp” communities to promote multiple byways through website itineraries and press.

Inventory	3.1.1 Undertake a system-wide inventory of the byways (purpose/intrinsic qualities/resources, organization/activities and accomplishments/visitor readiness).
GPS	3.1.2 Obtain accurate GPS points for all byways to enable scenic byway sign installations and enforcement for off-premise advertising, such as billboards.
Update CMP	3.1.3 Update corridor management plans (CMPs) and add business plan elements and road design. Gain adoption (by reference) of CMPs as part of each local jurisdiction's (county and city) comprehensive plan
Awards Program	3.1.4 Develop an awards program to recognize high-achieving byways.
Annual Survey	3.2.1 Administer annual on-line survey that includes annual action plans, corridor management plan updates, and adherence to the byway guidance (Per Commission Policy Oct 2015).
Funding	3.3.1 Locate project funding to support individual capital projects (especially safety, overlooks, visitor comfort, recreational access and directional signage).