



9:06 **Welcome and Colorado Scenic and Historic Byways Commission update**

Amanda Hill, Byways Commission President

9:08 **Introductions**

Attendance included in email packet from Amanda Barker to attendees and byways point of contacts on 11/15/17.

9:18 **National Scenic Byways Foundation Program Update** – Charlotte Bumgarner

- Membership with the Foundation is \$150/byway
- Webinars will be free for members going forward (have been \$20/member before)
 - Foundation puts on 3-4 webinars on each year
 - The annual byways survey from the Commission requires education training, and the webinars check that box.
- Rep. David Cicilline (RI) is working with the “Scenic Byway Coalition” to have an “America the Beautiful” caucus in the legislature
 - Goal is to have Federal byways programs reauthorized
 - you have a strong connection with your national House Rep in the Federal caucus, be in touch so Cicilline can make the invitation directly to Colorado Representatives.
- Byways Foundation is looking to open nominations again for new Federal byways
- International Pow Wow <https://www.ipw.com/> will be in Denver May 19-23, 2018
 - Foundation has been present for the past four years.
 - Landing page for byways info related to IPW is at ComeCloserToAmerica.org
 - The 26 byways in Colorado was represented last year
- Asked about other strong byways programs around the country, Oregon and Florida were noted to have a vibrant program, plus Ohio has a strong coordinator.

9:45 **Tourism Office Presentation**

Jill Lammers, Director of Destination Development, Colorado Tourism Office

- Slides included in email packet, “Lammers_CTO and CO Byways”
- Marketing Match Grant Program <http://industry.colorado.com/resources/matching-grant-program>
- Colorado Connections monthly newsletter from Tourism on what they're planning and looking for with upcoming promotions
 - Sign up here <http://industry.colorado.com/colorado-connection-cto-newsletter>
- CHAMP: Cultural, Heritage & Agritourism Mentor Program (ongoing applications)
 - More information here <http://industry.colorado.com/champ-program>



- Colorado Roots <http://www.colorado.com/roots>
- Early stage destinations <http://industry.colorado.com/overview/destination-development-committee>
- Colorado Tourism Office – Byways Grant Project
 - CTO will submit a spring application through the State Historical Fund to redevelop the byways program website and subpages under colorado.com
 - Approach to website will be based on a recent project in Maryland, <http://www.visitmaryland.org/scenic-byways>
 - Video and Pictures will be shared for Byways to use for their own uses.
 - Contract with Miles Partnership who manages the colorado.com website

11:00-11:15 Break

11:15 **Characteristics of a Strong Byway** – Charlotte Bumgarner, Executive Director of the Gold Belt Byway, Vice President of Byways Commission, and Treasurer of the National Scenic Byways Foundation

- Document included in the packet, “Colorado Byways Requirements” document
- Corridor Management Plan –the template was initially based on what a CDOT transportation plan plus the business/organizational plans, goals, and vision for the byway
- Recommended trainings and webinars that qualify for education requirements: the annual byways meeting, [National Scenic Byways Foundation](#) webinars, [DOLA webinars](#)

12:00 LUNCH BREAK – lunch provided

1:05 **Byways Board Engagement and Sustainability** –Sally Pearce, SJ Peace Consultants

- Training Kit for Rural Byways Boards
- Handouts included in email packet:
 - Pierce_Byway Self Assessment
 - Pierce_Grassroots Board Training
 - Pierce_Partnership Tips

2:00 **News from the Byways**, opportunities for collaboration, and next steps

- Byways Expo planning for 2018, update from Amanda Tomlinson, Unawep Tabeguache
 - Steve from Larimer Loop Byways inviting all the byways in the state to participate in a meeting on September 29
 - About a third of the byways were there
 - Created the “Colorado Byways Initiative” (CBI) – Discover Your Byways
 - Problem statement – lack of awareness of byways and what they offer



Colorado Scenic and Historic Byways - Statewide Annual Meeting
Colorado Governor's Tourism Conference
Two Rivers Convention Center, Grand Junction, Colorado
October 24, 2017
Meeting Notes

- Mission – create a cooperative effort throughout the state for travelers to discover the scenery, history, and public attractions along Colorado's scenic byways.
- Travel Show in March and the “Colorado RV adventure travel show” in January
 - Booth theme, bought by the group and then “pay to play” for byways to participate
 - Have a packet to detail what the initiative is working on
- Plans might include the Outdoor Rec events
- Survey to the CTOs to find out who's doing which trade shows
- Debra from the Colorado Department of Transportation
 - CDOT provides the signage and the wayfinding program
 - Deb request to hear from byways to see if there are requests for budgeting next year. Contact her at Debra.Perkins-Smith@state.co.us

3:00 BREAK

3:25 **Keynote - Cathy Ritter, Director, Colorado Tourism Office**

- Shared key insights on visitors to the Scenic Byways program
- Slides included in email packet, “Ritter_Scenic driver visitor info”

3:45 Adjourn