

**White Pass Scenic Byway**  
**April 8, 2010**  
**White Pass Ski Resort**  
**Minutes**

Attendance: Maree Lerchen, Windemere; Kevin McCarthy, White Pass Ski Area; Ken D, Tacoma Power; Jack Thorne, USFS; Bryan Bowden, NPS; Debbie Angwood, LCPUD; Andrea, USFS; Mike Rowan, USFS; Ed Spilken, WSDOT; Mary Kay Nelson, MKMarketing.

The meeting was called to order at 10:00am. Due to inclement weather, several board members who had planned to come were not present. There was no quorum.

Maree began the meeting by asking board members to keep track of and report volunteer hours for use in reporting in-kind hours for grants and funding. She clarified even if a person is “on the clock” it is important we have the number of hours contributed.

Due to a lack of a quorum, the minutes from January 20, 2010 meeting will be approved at the next meeting.

**Financial Report:** Maree announced Annalee Tobey has agreed to take on the bookkeeping responsibilities. Debbie asked to see more details of the financial reports each quarter. She requested Annalee bring the quarterly profit and loss YTD report to the board meetings. She will meet with Annalee to determine what other reports are needed.

**Grant report:** Maree indicated the last of the state marketing grant dollars have been used. The first phase of the design of the Gateway Signs is underway. Phase II will be the construction phase. The Wayfinding Sign Grant has been authorized, but not yet appropriated.

**501c3 update:** Mary Kay reported Annalee has completed the application to the IRS for non-profit status.

**Marketing update:** Mary Kay reviewed the projects and advertising completed so far this year. Ken noted Hoodoo Recreation Services are the new concessionaires for the campgrounds this year for Tacoma Power. They will list White Pass Scenic Byway on their website and we will provide a reciprocal link. He also mentioned in May 2011, there will be an open house at Mossyrock Dam, and the byway may be interested in having a booth there for public awareness. Kevin asked about the lodging listing on the website. White Pass will be sending out e-blasts to their customers to keep the list active. It was suggested we assign a value to the e-blasts in order to report it in funding requests. He asked how Visit Rainier works with the White Pass Scenic Byway. M Kay explained the websites are linked and some byway properties (Morton to White Pass) are included on the Visit Rainier website.

Mary Kay asked for approval to do a cooperative ad in the August Sunset PNW edition magazine which will feature national parks. This will be a joint ad with Guest Services and Visit Rainier featuring Mt. Rainier. The group approved the expense as it is within the budgeted amount for print advertising.

WPSB Hats: Jim Adams, Discover Your Northwest, concessionaire might be interested in ordering them, as well as the National Park through Guest Services.

Mike stated the Okanogan-Wenatchee Cascade Lookout publication is always looking for articles and this might be a good place to publish an article about the national designation of the byway. Mary Kay will look into the deadline for the publication. Mary Kay asked Bryan to see if they could add a partnership link in the NPS publication or on the website.

**RAC Forest signage project report:** Mary Kay reported Annalee has ordered the signs. The Forest Service will install them along the FS roads this summer. It was suggested Annalee coordinate with Sue Ranger on the Naches District to add the logo signs on the Hwy 12 routes on the east side.

**Website update:** Mary Kay reviewed the website statistics and traffic. Annalee is working on content and adding a volcano information page.

**Mt. Adams Overlook:** Debbie reported they have reached an impasse with WSDOT regarding the right of way to cut down trees at the Mt. Adams viewpoint.

**Interpretive Signs:** Maree reported the signs are up in Packwood and Randle. A new post is being considered for the sign for Goat Rocks. One sign is left for the west end of the byway near Spiffy's

**Community Outreach:** This was tabled until representatives from the communities can be present to discuss this program.

**Hospitality Training update:** The byway is in need of a new trainer this summer. The board agreed to advertise the position in hopes of getting some workshops done soon. Mary Kay will post the position in local newspapers and on Craigslist. There was additional discussion about creating ambassadors of the byway for the communities.

**Community Impact Toolkit:** Maree has a CD program which allows the byway to calculate the economic impact on our communities. It was developed by the National Byway Organization and can be used to compare our byway to others across the country.

#### **New Projects for future grant applications.**

- 1) Tacoma Power Viewpoint overlook- Debbie Angwood
- 2) St. Route 7 Enhancement at Morton – Ellie Worsham
- 3) West end visitor center near Ethel- Ellen Berdan
- 4) Randle area Mt. Adams viewpoint- Debbie Angwood

#### **Area Reports:**

- Report on Washington Byway Alliance and Washington State Scenic and Recreational Systems Plan steering committee- Maree commented on the progress of the Alliance and the outcome of the steering committee.

- Geotourism Map distribution: Mary Kay noted the National Geographic Geotourism map will be inserted into the National Geographic Traveler magazine in May with the front cover being Mt. Rainier.
- Mt. Rainier Shuttle: Bryan Bowden explained the shuttle schedule that will run June through Labor Day on Friday, Saturday and Sunday between Longmire and Paradise and on Saturday and Sunday between Ashford and Paradise. He explained the next phase would be to seek funding for a shuttle at the White River Entrance. It was suggested perhaps we could seek funds to also include a shuttle from Packwood into the Steven's Canyon Entrance.
- Kevin provided an update of the White Pass Ski Area's \$9 million expansion project which will include 2 buildings at the mid-mountain level and shared info about additional parking on the east side of the pass. He also mentioned a new online electronic ticketing program. They are anticipating a 12% increase in traffic this coming winter.
- Mike noted that Irene Davidson ([idaavidson@fed.us.gov](mailto:idaavidson@fed.us.gov)) is the replacement for Randy Shepherd in the Naches Ranger District. And Jack introduced Andrea as Diane Bedel's replacement at the Gifford Pinchot Ranger District.

**2010 Meeting schedule:**

~~July 8, 2010~~ (changed to July 15) Morton – The Bean Tree

October 13-14, 2010 Packwood- Retreat

Meeting adjourned at 2:30 pm