

MINUTES  
WHITE PASS SCENIC BYWAY  
JUNE 14, 2007

Attendance: Maree Lerchen, Destination Packwood, Bryan Bowden, National Park Service, Fred and Marilly Morton, Packwood residents, Betty Hutchison, Morton resident, Sharolette Hendrickson, Fire Mountain Arts Festival, Carrie Sunstrom, WSDOT Scenic Byway Coordinator, Barbara Kincaid, Lewis County, Debbie Angwood, Lewis County PUD, Ellie, Morton Chamber and Bob Worsham, Morton Mayor, Steve Bell, WDFW, Randy Juette, Naches Chamber, Jane Rich, East County Journal, Mary Kay Nelson, MK Marketing.

The meeting was called to order at 10am by Board President, Maree Lerchen. She welcomed the board to the Roxy Theatre and thanked the Fire Mountain Arts Council for hosting the meeting there. Introductions were made. This is the first meeting of the board.

**Board Appointment**

Due to a lack of a quorum, the appointment of board was not held. The board reviewed the bylaws and discussed representation of each board position. The following names were submitted and approved as designees for the positions:

1. Mayor of Morton - Bob Worsham
2. Mayor of Naches - Jeff Ranger
3. Mayor of Mossyrock – to be asked
4. Tacoma Power- Larry Burnett
5. Lewis County PUD – Debbie Angwood
6. Mt. Rainier National Park – Bryan Bowden

Four positions will be selected among the following:

Destination Packwood	Maree Lerchen Position #1
Visit Rainier – Maree Lerchen	
Yakima Convention and Visitor Bureau	
Morton Chamber of Commerce	Eleanor Worsham Position #2
East Lewis County Chamber	
Naches Chamber of Commerce	Randy Juette Position #3
Lewis County Convention and Visitor Bureau	Lee Grose Position #4

Two positions will represent business interests along the byway.

- #1 Kathleen Goyette White Pass Ski Area
- #2

Two positions will be selected among the following unincorporated communities:

Mayfield	
Rimrock	
Packwood	Marilly Morton
Randle	
Glenoma	
Salkum	Ellen Berdan

One position will represent educational, cultural or heritage non profit organizations.

- #1 Sharolette Hendrickson, Fire Mountain Arts Council

One at large position. Ask Mineral if they are interested in choosing a representative.

Those in Advisory Positions:

Sue Ranger, Wenatchee National Forest  
Rosemary Siipola, SW Regional Transportation Planning Organization  
Ken Hash, SW Regional Transportation  
Lee Grose, Lewis County Board of Commissioners  
Steve Bell, WDFW  
Carrie Sunstrom, WSDOT, Scenic Byway Program

Open positions for the following:

Gifford National Forest  
South Central Regional Transportation  
Yakima Board of County Commissioners  
Yakama Indian Nation  
Cowlitz Tribe of Indians  
Washington State Parks

Maree offered to contact those who have not yet committed and ask for their decision on whether they want to be involved with the WPSB. Edie at Destination Packwood will make a Board member roster. MK will work on 501c3 designation.

**Discussion and Approval of 2007 Budget.** Maree distributed the proposed Marketing Budget and explained that the dollars that we have currently are from a Lewis County CVB contribution from the start up grant. \$5,000 was deposited. Dollars available to the WPSB will be from those remaining from the start up grant and Lewis County Lodging Tax dollars from 2006. The monies will be made available to the WPSB on a reimbursement basis. (see attached)

### **Discussion and Approval of Marketing Plan**

Mary Kay distributed (see attached) and explained the proposed projects, including a website, map/brochure piece and interpretive panels. Curt Warber, WPSB consultant will be in charge of the interpretive panels, including, design, production and installation. Mary Kay will assist him in this project. Mary Kay will work with the state of Washington Tourism website to be sure the White Pass Byway is adequately represented. The need to develop a slogan/tagline was mentioned along with a positioning statement. It was suggested that this be part of the website implementation project. The logo has been created as part of the startup grant. Mary Kay will send out the report from the May workshop which contained lots of ideas for tagline and slogans. Mary Kay asked for volunteers for the marketing committee. She will meet with them separately and report back to the next meeting. Those volunteering were: Bryan Bowden, Star Hendrickson, Betty Hutchinson, Meredith Donnelly, and Ellen Berdan (volunteered via email) Mk and Maree will meet with a website developer in Naches who may be interested in doing the website project with us. A calendar of events for the entire byway was also mentioned as an important feature of the website.

**Formal adoption of By-laws and Articles of Incorporation.** Due to a lack of a quorum, no action could be taken. Several small corrections were submitted and a revised set of bylaws and articles will be brought to the next meeting.

**Wa State Byway network** – Carrie Sundstrom spoke about the statewide marketing campaign and cooperative efforts going on for the scenic byways. They are phasing in the program and are currently building the foundation and infrastructure. Eventually it will include print and TV marketing along with the state website which is coming online very soon.

Carrie suggested that WPSB consider doing some front line training. Maree stated that this would be most effective once some of the marketing efforts have been completed such as the website and maps, so folks have material to support the training.

**Packwood workshop on May 7&8.** Carrie reported that they were very pleased with the outcome of the workshop. 54 people attended. Good energy and everyone in the state is jealous of the terrific response we had. They hope to do a follow up workshop next year in another area of the state.

**RAC Sign project coordination** (volunteer or paid?) There is a \$23,000 grant that has been awarded to complete a signage project into the National Forest to sign loop trips off of the byway. Maree asked for volunteers to help on this project. No one volunteered to help, so it will most likely be done as a paid position. If anyone is interested in this project, please contact Maree.

**Cooperative marketing opportunities** (CSB/VR/FMAC/Depot/DPA/MCC, et al) Bryan reported that he is on the Chinook Byway committee. The loop trip idea with White Pass is their goal. Collaborative efforts with marketing are very possible. He will also discuss this with the Carbon/White River Forum group to consider linking the byways through Eatonville and Enumclaw (Randy Oxford might be a good contact with Eatonville, or Chamber President David Hymel.)

#### **Process for selection and funding of capital projects**

The board needs to determine what criteria will be used to rank future projects on the byway. Projects need to be identified and some preliminary work done, such as how much they cost, before they can be submitted for grants. These are going to be grassroots ideas in need of consensus. Some projects are already identified from the Corridor Management Plan. The board will consider this during future board meetings. Item Tabled.

**Major Sign Grant and National Recognition application** Grants for both of these projects will be submitted this year. Curt Warber is doing the work on these. The sign grant is a re-submittal of last year's grant and we are confident (not assured) of getting this grant. The National Byways designation is due later this year.

**Proposed Meeting schedule 2007/2008**  
**Meetings 10am – 1pm**

July 12	Naches
No August	
September 20	Salkum
October 18	White Pass/Rimrock
November 15	Mossyrock
No December	
January 17	Packwood
March 20	Randle
May 15	Morton

Bryan offered that speaker phone technology is available through the National Park at any location. Centralia College East has teleconference capabilities. Everyone was encouraged to attend in person in order to get to know one another, however, the proxy representation is very nice for those with time constraints or travel issues.

Adjourned at 12:30 pm by President Maree Lerchen