

White Pass Scenic Byway
Board of Directors Meeting
September 20, 2007, 10 AM
Salkum Library
Minutes

Attendance: Maree Lerchen, DPA; Bryan Bowden, Mt. Rainier NP; Ellen Berdan, Shepherds Inn B&B; Marilly Morton, Packwood; Larry Burnett, Tacoma Power; Barb Kincaid, Lewis County; Debbie Angwood, LC PUD; Curt Warber, Parametrix; Mary Kay Nelson, MK Marketing.

It was noted that there was not a quorum to conduct business and make decisions. All information will be provided as informational. Election of officers was tabled until a quorum is present.

Minutes were accepted, but not approved as presented due to lack of quorum.

Insurance: Mary Kay asked the board members if they were interested in obtaining Officers and Directors Liability Insurance. It would cost approximately \$800. The board asked her to look into what other organizations are doing. Until such time as we have property and/or larger sums of money, the board did not feel it was necessary. We will need to have employee theft insurance at that time and if we hire a contractor to do signs and property improvements, insurance may be needed.

Update on Administrative items. Maree reported that the financial administration of the projects was transferred from Lewis County to WSDOT for the 2008 Grants as well as current reimbursement of projects. There is approximately \$8500 remaining of \$25,000 from the 2005 Lewis County Lodging Tax, and \$65,000 of the original Federal Hwys Grant. She reported that she has applied for \$25,000 from Lewis County for the 2008 Lodging Tax request, \$12,000 of that is for the match needed when applying for the 2008 Federal operating grant that was submitted this year. (possible notification by Nov 1)

Marketing Update

Mary Kay reported on progress with the website.

Danielle Surkatty, Yakindo Web Designs has been contracted with to create the website. The web hosting is set up and domain name: www.whitepassbyway.com is registered. A temporary page has been created to give introductory information and contact info.

They have typed up some of the CMP info for use on the site. The basic website structure is online and is awaiting submission from us to her for content. We have determined the site structure and content

The total estimate for the project is \$2850 which includes 5 basic page types, 7 2nd level pages, interactive calendar, search engine submissions, limited link promotion. Next step is to provide content for the website to Danielle.

DSI is preparing bids for the rack cards and tear sheet. Cost of printing 100,000 is about \$4500. Ellen offered to get info to MK on a rack card printing options out of Canada. The tear sheet needs to expand to show I-5 along the Jackson Hwy. Artwork is needed from the Forest Service for the map and itineraries on the other side. MK will work with DSI during October to get this project on schedule.

An ad was shown that was done in the SWW Tourism Guide that the Chronicle produced. A large portion of the guide is focused on Hwy 12 attractions.

Wayfinding Panels –Curt Warber, Parametrix led the discussion regarding the location and design of the panels. We discussed a size of approximately 3ft x 4ft.

Ten locations were suggested:

1. KOA campground at Exit 68,
2. Hwy 12 @ Randle intersection of FS Road 25,
3. Gifford Pinchot Ranger Station,
4. Mossyrock Dam overlook,
5. DeGoede Bulb Farm,
6. Morton,
7. Packwood DPA office,
8. White Pass Ski area,
9. Naches area,
10. Salkum Library,

Other ideas were: Rimrock area and Oak Creek Wildlife area

It was suggested that we work with each community to let them recommend where best to locate the sign. The board also thought it was

important to have some criteria as to where they need to be located (ie. near existing visitor info centers, high traffic areas, public places, Wifi spots, and not used just to get more traffic into someone's business). The board suggested that a committee drive the route to see best sites. Digital photos should be taken of suggested sites and submitted for consideration. Right of way issues can be addressed after the site nominations are made.

No dollars are available to erect the signs or build structure to hold signs. They need to be mounted on existing walls or signage.

North and south facing signs need to be designed so they are appropriate for their given location.

It was suggested that we draft a hold harmless clause and contract with those businesses or individuals who allow signs on their property, although this might have insurance ramifications.

Curt asked for input regarding the content and design of the interpretive signs. The board agreed that it should include the marquee attractions as they apply to watchable wildlife and outdoor playground themes. Hidden gems were important to note, but not so much community services.

Itineraries would be handled with the tear sheets. Most agreed that the area would best be shown as landscape changes along the byway, from valleys and ag. land to foothills, mountain region and into the steppe and arid climate areas.

One idea for future grants was to obtain funding to enhance these signage areas with individual community info that is appropriate to each community. Curt and Maree will send the board a list and ask for feedback as they get started on the project.

Curt also asked for input regarding the design of the signs. It was suggested he focus on a rustic cascadia design such as seen on the signposts, which is also reflected on the website. The boundaries were defined as I-5 to Hwy 12 to Hwy 410 and north to Tacoma and East to Yakima.

He will have a draft ready at the next meeting. Then a committee can take that concept to the local communities to begin discussion of location options. The final location decision should be made by the VR board. The signs are expected to be ready next spring.

Collaborative work with Chinook Scenic Byway –

Maree explained a recent meeting with the Chinook Byway group who want to work with WPSB in marketing and grant opportunities.

Currently, WPSB has fiscal arrangements and can handle the fiscal responsibilities of a grant. Chinook Byway has All American status and National Designation which will help WPSB as they try for such status themselves. The collaborative effort would be beneficial to both groups. Those in attendance agreed she should draft a letter to be signed by the Chinook Byway and White Pass Byway boards regarding potential expansion of byway designations. At the recommendation of Carrie Sunstrom, WA State Byway coordinator, there is interest in:

- 1) activate Hwy 123 as an extension of the two byways.
- 2) Designate a western portion from Eatonville to Enumclaw to close the loop of the two existing byways.
- 3) Activate the Morton to Elbe Hwy 7 byway section
- 4) Activate the Hwy 706 route through Ashford.
- 5) Include Skate Creek Road as a new designated byway.

Carrie recommends that we include each of these in a proposal which would have to go to the legislature in 2008 for consideration.

Marketing Suggestions for new TPC Group –

Maree drafted a Letter to Commissioner Grose regarding the support of the newly formed Tourism Promotion Committee of Lewis County.

Commissioner Grose asked for input regarding the advertising in the Washington State Visitor Guide. The WPSB group advised the TPC to use their limited resources in maintaining the Lewis County website.

National Scenic Byway Designation:

Curt will draft a letter of support to have ready for communities to sign when the opportunity arises later this year.

National Park, vs National Monument status for Mt. St. Helens.

Mary Kay and Maree presented some limited info regarding the issue of changing the status of MSH. It was decided the group needed to obtain more information before taking a position on the topic. A letter will be drafted to Commissioner Grose to encourage more dialogue on the topic.

Adjourn