



Colorado Scenic and Historic Byways Commission

Meeting Agenda

NOTES

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 – New – Unable to attend
Margaret Hunt, Colorado Creative Industries – Unable to attend
Amanda Hill, Member at Large (GOCO) - present
Roger Ben Wilson (Co-Vice Chair), Western Byways - present
Jack Placchi, BLM Representative - present
Kathy Hall, Transportation Commission – Unable to attend
Charlotte Bumgarner, Eastern Byways - present
Robert Mutaw (Co-Vice Chair), History Colorado - present
Rep. KC Becker (Chair), State Legislature - present
Kelly Barbello, Colorado Tourism Office – Unable to attend
Amanda Barker, Conservation/Open Space Rep - present

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

*Debra Perkins-Smith, Dept. of Transportation, Div. of Transportation Development – present/phone
*Cynthia Nieb, History Colorado, State Historical Fund – present/phone
*Gary Thorson, Dept. of Natural Resources, Colorado Parks & Wildlife - present
*Shay Coburn, Dept. of Local Affairs, Colorado Main Street - present

Colorado Dept. of Transportation:

Lenore Bates, Colorado Scenic and Historic Byways Program Manager - present
Betsy Jacobsen, CDOT Bicycle/Pedestrian/Scenic Byways Section Manager - present

Facilitators

Jody Kennedy, Colorado Parks & Wildlife, Public Involvement Planning Specialist – present
Lauren Truitt, Colorado Parks & Wildlife, Partnership Coordinator - present

Agenda/Notes

1. Introductions & Agency Announcements – Rep. KC Becker (5 minutes)
 - a. Welcome from Ruth Walch, BLM State Director
 - b. Betsy provided background on the restructuring of the CDOT Byways program – that Lenore was being required to cut back 50% of her responsibilities, and that this meeting was to identify priorities going forward.
2. Chair/Vice-Chair (5 minutes) – Rep. KC Becker, Roger and/or Bob

- a. Commission Quarterly Business – Approve last meetings’ notes People didn’t have copies of the last meeting’s minutes so approval of minutes was postponed until later. Amanda Barker was not at the last meeting, so remove her name from the minutes. (Send out by email for approval)
- b. Set 2017 meeting dates – 1/27, 4/28, 7/28, 10/27 1-3 p.m. - January 27, 2017. 1:00. Amanda at GOCO will host. 19th and Grant, Suite 725. (1900 Grant).
3. National Scenic Byway Foundation Update – Charlotte Bumgarner (5 minutes)
 - a. 25th Anniversary Celebration Dec 6 - Charlotte distributed a Save the Date flyer to attend an American Byways meeting on December 6 in DC. NSBP’s trying to get a champion and funding returned to the program.
 - b. Brand USA Project Complete – Videos completed on Gold Belt, Collegiate Peaks and Frontier Pathways, pages should be uploaded by December
4. Moratorium on new designations – Amanda Hill (5 minutes)

Amanda Hill recommended that the moratorium be continued, but that we set a deadline when it will be reconsidered or open for discussing new ones. Roger offered an amendment to change the moratorium for 6 months. Amanda suggested that we establish a process for reviewing process of accepting and de-listing byways. Table the discussion until we get through today’s strategic plan discussion. Charlotte stated that we need to figure out how we’re going to take care of what we have now before looking at getting new ones. Before revisiting, we need to do an inventory of what we already have in our Byways.
5. Goals & Actions (Strategic Plan Development) – Facilitator (90 minutes) – SEE SPREADSHEET

- a. Lenore provided a background on the last two years. Surveys to stakeholders, retreats, and other information was gathered as part of the development of a laundry list of activities.
- b. Five people responded to the survey & several others supplied information through e-mails.
- c. Jody reviewed the goals.
- d. Develop elevator pitch so the need can be voiced nationally and locally.
- e. Roger volunteered to do an elevator pitch, and to create a one-page sheet that outlines the benefits and had it ready for the Washington visit for Charlotte. Roger will take the lead and Amanda Barker, Amanda Hill, and Charlotte will help. Cynthia will help if needed. Include some of the benefits and highlights of byways into the elevator pitch.
- f. Maybe we need elements of communication. Don’t want to make things more complicated. How can we narrow down tasks to simplify?
- g. Put the moratorium under Goal 3.
- h. Byway Brochure - Have enough inventory for a year.
- i. Goal Two – Elevate the Byways system to become an important state asset for economic development and livability
 - i. Should we be part of statewide initiatives such as the Colorado Beautiful and others?
 - ii. How do the Byways fit into other initiatives? Set up a committee and have a conversation about this and check in in 6 months. Jack Placchi and Gary Thorson will lead it. Amanda Hill.
 - iii. Report out by the next meeting. January 27.

- j. Goal Three – Ensure that each local byway is a fully functioning part of an excellent statewide system
 - k. Lenore will continue to distribute information regarding funding opportunities as they arise and she'll forward them through e-mail.
 - l. Funding 3.3.1 – communications around funding: Amanda Barker - Kickoff after the meeting in DC and build off the information to develop strategies looking for funding.
 - m. Moratorium – see above
 - n. By end of January we'll have the inventory survey completed. Small committee will work with Lenore on survey results. Charlotte and Jack and Amanda agreed to help.
 - o. Revisit the work plan at the July 2017 meeting. At the summer/July meeting to decide if we want to have for the next 12 months.
6. Commission Members Terms Expire 2016 - Roger (5 minutes)
- a. Shannon Gifford replaced by Kathy Hall
 - b. Bob Mutaw (Per Cynitha - Nathan Boyless, archaeologist)
 - c. Kelly Barbello (Waiting on CTO)
 - d. Rep. KC Becker requested to be replaced. Rep. Diane Mitsch-Busch suggested Rep. - Elect Barbara McLachlan. Amanda Barker and Roger Wilson will call her.
 - e. *(New – Not from meeting – Shay will be leaving DOLA, so she is looking for a replacement.)*
7. Wrap-Up - Next Meeting – Location – Lunch Options (5 minutes) Rep. KC, Roger, Bob – Pending agenda items:
- a. Elect Chair, Vice-Chair, Secretary
 - b. Update Bylaws to include Secretary position/responsibilities: coordination of Byway Commission Meetings, Notes, Announcements, Communication, Etc., Agenda, Locations, New Members, Support Letters, Point of contact for Boards & Commissions, also will forward Agenda and Notes to CDOT for posting online ACTION: Update bylaws to include the secretary. Moved, seconded and approved to draft an amendment. Charlotte will do.
 - c. Committees: Update the Commission on progress of the Action Plan Task/Activity
 - d. Byway Presentation: North Colorado Loop Tour (re-scheduled from 10/28/16)
 - e. Location GOCO 900 Grant Suite 725 (19th & Grant) – Hosted by Amanda Hill
 - f. NO LUNCH with meetings from 1 to 3 p.m.

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

2016 Meetings Dates & Times 1 to 3 p.m.:

January 27, 2017 - GOCO, 1900 Grant Street, Suite 725, Denver, CO 80203

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Colorado Scenic and Historic Byways Commission

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)

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<u>TASK/ACTIVITY</u>	<u>LEAD PERSON</u>	<u>OTHER MEMBERS</u>	<u>TARGET DATE</u>	<u>ADDITIONAL RESOURCES</u>	<u>NOTES</u>
Goal 1: Maintain a State Byways system that is second to none.					
6 - 12 month goal:					
1) Elevator Pitch	Roger Ben Wilson		Dec. 2016		
- Fact Sheet to supplement the Elevator Pitch (economic report, Land Trust data, highlight Byways benefit)		Amanda Barker, Amanda Hill, Charlotte Bumgarner & Cynthia Nieb			Colorado Byways Economic Report (October 2013) https://www.codot.gov/travel/scenic-byways/links-resources.html
2) Funding					
Attendance in D.C - see Action 1					
3)					
4)					
Goal 2: Elevate the Colorado Byways system to become an important state asset for economic development and livability.					
6 - 12 month goal:					
1) Getting incorporated (CO the Beautiful Initiative)	Jack Placchi & Gary Thorson		Nov. 1, 2016	reach out to Gov. Office, other potential initiatives: Healthy Highways etc.	
Set up sub-committee to create a plan for how the Byways fit into larger State initiatives		Amanda Hill			Is there a way to tie in the Byways into the CO the Beautiful trail mapping/16 by 16 trails. Identify these trails and compliment with the Byways system.
Update the Commission on progress			Jan. 27, 2017		
2)					
3)					
4)					
Goal 3: Ensure that each local byway is a fully functioning part of an excellent statewide system.					
6 - 12 month goal:					
1) Funding					

Attendance in D.C to engage Leaders			Dec. 2016	
Conversations with CO legislation				
Kick off (Funding 3.3.1)	Amanda Barker		April, 2017	This will be our longer term vision from the December creation of the funding conversation. This will address funding for specific Byways as well as the full program. How do we get Byways funding into the investment plans for USFS, BLM or others. What does this pitch look like, what are the benefits to the agencies, communities etc. Development of grants, writing grants, outside sources of funding- NGO's, other government programs. Brainstorming and priorities.
2) Information Task Sheet				Lenore will be able to assist with brochure questions, but once hard copy brochures are gone, they are gone. It will be up to the Commission to decide and produce if these need to be produced. If a byway calls Lenore will be main point of contact for questions and CDOT Expert, but the Commission needs to understand the limitations of her time.
Web page information (revisit)			April, 2017	
3) Moratorium			April, 2017	*We need to set a date for reassessment of the moratorium, to address any questions for "new" Byways (statement: Every 6 months the Byways Commission will revisit the Moratorium for the Byways application process) *Need to create a statement on WHY there is a moratorium. *Need to create a policy to address the lifting or continuation of moratorium. Assess current Byway needs, determine if the Commission is ready or capable of taking new applications. *Need to create the steps to lift the moratorium, when and how, but also are we ready to do this? Are we able to take care of a new Byway. *Need a way to assess assets of "new" Byways. Are they diluting other Byways, are they offering a unique asset? *Need a process for delisting a Byway.
Process for applying Process for delisting Process for determining status of Funding				
4) Review survey results	Lenore Bates	Charlotte Bumgarner, Jack Placchi & Amanda Hill	Jananurary 27, 2017	Review survey and understand where our current Byways are, are they meeting the needs, upholding their agreements through the Byways process, are they keeping the standard. Review their local support, funding plan, services offered/unique offerings, stakeholders (what are the criteria they are being assessed on, what is the health of each.) Catagorize the 26 Byways - rank them.
5) Listserv Notification	Lenore Bates		on-going	
6)				

ACTION

revisit this list at the July 2017 meeting

are we on the right track, what has been accomplished, what do we need to focus on, is there anything that needs to be added?

n approved 12/7/12)

