

Rt. 66 Road Ahead Partnership – Board of Directors Meeting

Tuesday, September 19, 2017

Attending: David Dunaway (NM), Jeff Fulgenzi (Econ. Dev. WG), Renee Charles (KS), Kaisa Barthuli (NPS), David Bricker (Preservation WG), Larry Clonts (TX), Scott Piotrowski (CA), John Miller (IL), Tommy Pike (MO), Dora Merony (State Associations WG), Aaron Mahr (NPS), Sharlene Fouser (AZ), John Conoboy (National Historic Trail Task Force), Bill Thomas (Chairman), Steve Mandrgoc (notetaker).

Unable to Attend: Brad Nickson (OK), Melissa Beasley (NM), Bill Kelly (Promotion WG), Dries Bessels (International Advisory Group), Emerson Vallo (Tribal Advisory Group)

Guests: Dr. Rick Valentin (Illinois State University Arts Technology Program)

I. Welcome

Thomas welcomed everyone to the meeting and reported that Dr. Rick Valentin would be signing in during the meeting to give a report on the Rt. 66 navigation app project.

II. Secretary's Report

Approval of 2017 2nd QTR Meeting Minutes

Renee Charles reported that the minutes for the 2017 2nd Quarter meeting had been sent out. Thomas asked they be approved. Fouser moved to approve the June 27th meeting minutes, and was seconded by Piotrowski. Motion passed unanimously.

III. Treasurer's Report

Treasurer Bill Kelly was not present, but the committee had received a copy of the treasurer's report. Thomas entertained a motion to accept. Mahr made a note that the budget actually began on September 15th per the Cooperative Agreement signed with the NPS, and the budget for each task agreement begins the day the agreement is signed by all parties. Thomas indicated he would insert the correct date, and made a motion to approve. Charles moved to accept the budget, was seconded by Dunaway, and the motion passed with unanimous approval.

OLD BUSINESS

IV. Working Groups Update

Reports from the Working Group Chairs

Promotion Working Group: Chairman Bill Kelly was not present to report; Thomas indicated he would email his report to the Executive Committee when he received it.

Research & Education Working Group: Chairman David Dunaway reported that his group had had problems with scheduling members for teleconference meetings across 4 time zones. To fix this issue, the group set up a closed Facebook page for those who can't join quarterly meetings because of school schedules. Meeting minutes and notes will be posted there. The second proposal was to switch to Skype meetings in order to meet face to face, which would be done for the next meeting in November. The group is currently working on two tool kits, one for educators at all levels, the other for public groups interested in Rt. 66, such as state associations. The set of collected syllabi on teaching Route 66 will be part of this, with another part of it being a brief bibliography/checklist of critical sources on Route 66, which will be created by the end of the year.

Dunaway then asked, due to his absence while teaching out of the country in Spring 2018, that Steve Mandrgoc be approved as the acting director of the Working Group in his absence. Thomas put this to the rest of the Board, and there were no objections. Dunaway moved that Mandrgoc, as a member of the Working Group, be designated as Acting Director of the Research & Education Working Group, which was seconded by Fouser. The motion carried unanimously.

Preservation Working Group: Chairman David Bricker reported that during a recent teleconference call, the Working Group discussed its Goal 3.1 goal, which deals with Section 106 reviews. He listed three other proposed goals to work on: 1) a Section 106 fact sheet to help those not familiar with 106 preservation process; 2) educational resources tailored for the Board of Directors to provide opportunities to have workshop discussions and perhaps online resources available; 3) preparing a duty statement and related materials for when the time comes for a individual to be a point of contact for the Partnership in regards to 106 consultations. The group also came up with long-term goals to be fleshed out more in the future, such as how to coordinate with the Economic Working Group on items such as tax incentives, etc., and to share information and help the public understand the value of having historic property in regard to tax incentives. Assuming national historic trail status will be approved for Rt. 66, the Group discussed how the Partnership would be a consulting party with the Trail and perhaps consider participation in preparing the agreement for that Historic Trail.

Thomas asked if Melvina Heisch would be willing to help with 106 reviews after retirement. Bricker confirmed that Heisch was still part of the group and would be interested. Bricker also suggested a retired SHPO in Illinois, Anne Hacker, as someone to consider joining the group, as she wants to be active in helping with 106 reviews, and offered to coordinate communication and the discussion with her.

Economic Development Group: Chairman Jeff Fulgenzi began by noting that his group would also be happy, in reference to Section 106 consultations, to engage and get familiar with those efforts and to make tools available to local officials. He did not have immediate progress to report for his Working Group, but noted the group still had goals of capturing all the tools and techniques needed to provide economic development support, and to provide case studies for communities. He indicated the group had been struggling to find the time and resources with volunteers. He also noted that Anne Hacker might have time and want so participate for both committees, and that he would like to be included in that discussion. He added that the group had been trying to secure an intern from the University of I Chicago campus to assist, but had not yet been successful. Thomas offered to talk to Anne H. about joining the Economic Development Group.

State Association Working Group: Director Dora Merony reported that her group conducted two teleconference meetings since the last Board meeting. The first was in July and had a focus on whom and what state and cities might hold an International Route 66 Festival and how to decide that. They had invited people from the four groups who had helped in past festivals to join the call, and had established a purpose for such events and suggestion the creation of a separate Road Ahead committee festival committee. The second meeting, in September, had focused on determining how to establish this committee; however, since funding was not available, the Group present for that teleconference decided that they were not ready to create a festival committee. The second meeting also did not have representatives from all four states, so Merony stated she would like revisit the idea when they had a chance for all eight states to weigh in on the decision. In addition, there was discussion on the inability of the states along Route 66 to work together, but Merony believe they had taken a giant step forward in that regard, in that they all communicate with each other now.

Thomas added that he had been part of the meeting had discussed afterwards a suggestion by Jim Hinkley of scheduling a national conference, not a festival; something designed to educate people and achieve the goals and outcomes of the Road Ahead. Thomas has discussed with Merony the idea of the group scheduling a national conference, which might then give a community the opportunity to wrap a festival around such a conference. Dunaway noted that another group, Research Route 66, was planning a

to schedule their meetings together. He stated that he was waiting to hear from the representative from RR66 in Arizona on how that was proceeding.

There was general discussion concerning previous attempts at festivals that had fallen short of expectations due to lack of support and cooperation. Barthuli offered that, based on previous experience, it is important to look at difference between a conference and a festival and what they would be, and how either of those fits into the goals of the Road Ahead, and what is in the best interest of the associations, in terms of the Working Group's involvement. Pike brought up the cost of attendance could also have an effect on who shows up. Piotrowski noted a conference could also be aimed at economic development instead of a more scholarly program, which Fulgenzie agreed would be a good way to attract city officials and economic development officials, and suggested perhaps the Road Ahead could seek out existing conferences to insert the organization into instead of unilaterally organizing ones itself. Barthuli noted that it might be worthwhile to create a Conference and Festival Task Force to consider these things, while Dunaway noted any conference would require at least a year of lead time to plan.

V. Task Force & Advisory Group Updates

National Historic Trail Task Force: Chairman John Conoboy reported that the most important thing the task force has been doing is getting more co-sponsors for the National Trail bill, HR 801. He reported there were still no cosponsors from Missouri or Texas, though he had noticed that there were two Republican congressmen in Missouri who are co-sponsors of HR 66 (the bill for the Route 66 centennial). The Task Force has received additional help from National Trust for Historic Preservation representative Pam Bowman, located in its Washington office. He noted they did have letters of support from the Route 66 Federation, Route 66 Alliance, and from the associations in all states but Arizona. The Arizona Route 66 Scenic Byway, however, has provided a letter. Dunaway suggested the process would move forward better if an email to the Board could point out who we have, who we might want and who we need in terms of other sponsors. Piotrowski noted under congress.gov anyone can look at the list of current sponsors for HR 801. Clonts adds that while Texas is missing from both bills, he is working on getting them to sign on.

Presentations were then paused for a call-in explanation from Dr. Rick Valentin from the Arts and Technology program at Illinois State University. Valentin reported he was working with students to create a Rt. 66 navigation app for Route 66. Unfortunately, due to technical difficulties with the connection, the explanation was cut short, though Thomas promised to have a summary of the project sent out via email to the Board, and that the project might involve assistance from State Farm.

Financial Sustainment Task Force: Thomas reported he would be in a meeting soon with State Farm's Director of Advertising, and Darley Newman, host of a PBS travel series called Travels with Darley, regarding a written proposal for State Farm to sponsor either a series of or an entire season of Darley's PBS show focused on Route 66. He also mentioned an ongoing project at Breda University in the Netherlands to create brand awareness of the Road ahead via an augmented Route 66 project, with filming having been completed over the summer to be edited into a video piece. Two additional groups of students with business backgrounds were also putting together a business case for pitching this product, and helping with efforts to find corporate sponsors. He then opened discussion on the proposed Road Ahead Rt. 66 credit card. Discussion centered on where the money collected for charity should go, directly to state associations or to the Road Ahead to be distributed via a grant system to projects in various states. Merony made the suggestion that each state or card holder should have a choice of where the charity money went. There was general approval for Thomas to continuing moving forward with the credit card idea.

International Advisory Group: Thomas reported he had sent out an update to all members concerning work by Chairman Dries Bessels, Chairman of the IAG, and noted he is pleased with time and effort Dries is putting in to the IAG. Discussion returned to cooperation between the IAG and the State Associations WG regarding cooperation between state associations and other groups involving

the next major international tour is being planned and would pass that information on. He also encouraged any other member to report if they heard of major groups, events, or tours taking place to Merony and the SAWG

Tribal Advisory Group: Thomas reported that the representative from the TAG could not be on the teleconference that day, but that the group would receive update in writing with the Q3 update report.

VI. Policies

Discussion & Adoption of Proposed new policies:

Policy 2017-02 - ANNUAL BOARD of DIRECTORS MEETING

Policy 2017-03 - ANNUAL PUBLIC STAKEHOLDER'S MEETING

Thomas opened the floor to discussion of the two policies that had been tabled for later discussion at the previous meeting, starting with Policy 2017-02. Piotrowski moved that the section of the policy requiring the presence of a national/international airport and access to Amtrak be removed due to it limiting locations already under discussion. Discussion revolved around the problem of inclusivity versus ease and cheapness of travel and lodging. There was also discussion regarding if the meeting needed to be held in early spring, which was kept because of the need to complete a budget for the following year to submit by April to the National Park Service, and the usefulness of being able to plan before the beginning of the primary tourism season. Fulgenzi moved to strike the reference to airports/train stations, which was seconded by Piotrowski, and the motion passed unanimously. Further discussion centered on whether or not it was necessary to explicitly state that Albuquerque would be the site for the annual meeting every other year. Thomas suggested allowing him to adjust the wording of the policy to accurately capture the discussion about Albuquerque being the "home base" for the Road Ahead Partnership without it being a concrete choice. Thomas then suggested Oklahoma City or Tulsa as alternate possibilities for the Board's 2018 Annual Meeting. Charles moved that the 2018 Annual Board meeting be held in Tulsa, which was seconded by Fouser and the motion passed. Piotrowski abstained.

Piotrowski moved to accept an amended version of Policy 2017-03, with the same removal of a reference to airports/train stations. Charles seconded, and the motion carried unanimously.

Merony motioned that the Annual Stakeholders meeting be in Tulsa, Oklahoma. Fouser seconded, and with no further discussion, the motion passed. Piotrowski abstained.

VII. Other Old Business

There was no further old business.

NEW BUSINESS

VIII.

There was no new business.

IX. Other New Business

There was no other new business.

X. Adjournment

Thomas reminded the notes for this meeting would be sent to the entire board. Meeting adjourned.

