

## **Rt. 66 Road Ahead Partnership – Board of Directors Meeting**

**Tuesday, June 27, 2017**

**Attending:** Sharlene Fouser (AZ), David Dunaway (NM), Scott Piotrowski (CA), David Bricker (CA), Renee Charles (KS), John Miller (IL), Tommy Pike (MO), Bill Kelly (IL), Larry Clonts (TX), Jeff Fulgenzi (IL), Aaron Mahr (NPS), Kaisa Barthuli (NPS), Steve Mandrgoc (note taker)

### **I. Welcome**

Bill Thomas welcomed everyone to the meeting. Dora Meroney and Melissa Beasley could not be present.

### **II. Secretary's Report**

Approval of 2017 1<sup>st</sup> QTR Meeting Minutes

A minor edit was suggested concerning the section on the Preservation Group's presentation, which was to forward the actual presentation for incorporation into the minutes. Thomas also noted he would correct the Minutes to accurately reflect that Board member Tommy Pike lives in Missouri, not Minnesota. Motion to accept made by Kelly, seconded by Fouser, motion carried unanimously.

### **III. Treasurer's Report**

Kelly reported on the current status of funding, which was that there were currently no significant funds. The total amount of the current task agreement funding administered by the New Mexico Route 66 Oral History Office had been disbursed or was awaiting final approval for reimbursement. A proposal had been made to the National Park Service for the next fiscal year requesting \$21,000 via a specific Cooperative Agreement between NPS and the Road Ahead. Motion to accept by Fouser, Clonts seconded, motion carried unanimously.

### **OLD BUSINESS**

### **IV. Working Groups Update**

Reports from the Working Group Chairs

- **Preservation Working Group:**

All of the group's current goals have been addressed, though there was still an item to discuss regarding goal 3.1 dealing with the Road Ahead becoming involved in Section 106 Reviews. The Road Ahead is not in a financial position to hire a professional to handle Section 106 Reviews. The Preservation Working Group offered an interim solution: Mrs. Anne Haacker, former Deputy State Historic Preservation Officer for Illinois has volunteered to perform this role for the Road Ahead. The Board accepted this proposed solution. The group plans to discuss new goals during its next meeting, to be scheduled.

#### **Research & Education Working Group**

Dunaway reported that the group is still having challenges drawing together the number of syllabi it feels it needs in order to reflect a range of educational possibilities for teaching about Rt. 66 from elementary to graduate school. Seven syllabi had been collected currently, but Dunaway would like to have a much greater range. He has been doing research with Steve Mandrgoc on finding existing sources online and through the Educational Research Index (ERIC). The group is in the process of scheduling its next teleconference meeting for July, with the primary goal being the creation of an educator's toolkit. Dunaway noted that he felt there needed to be two types of toolkits, one on school-based learning and one focused on citizen/tourist/traveler learning on Route 66.

#### **Promotion Working Group**

Kelly reported for the group, noting that the new Road Ahead website would be coming online around July 15. He suggested that there be a press release from the Chairman's office announcing the new site. He also noted that the Illinois House had unanimously passed legislation to establish a 100<sup>th</sup> anniversary commission in that state, and that other states have gotten that initiative started as well. Kelly noted that the group believed there is a need for a grassroots infrastructure to be in place before the 100<sup>th</sup> Anniversary. Towards that end, conversations have begun to take that initiative to the county or major city level, once the overall state legislation is approved. Kelly reported on talks with several mayors and county board president, who liked the idea. He noted the group would do a poll to see how many other states have similar legislation working through their respective legislative systems and would provide a list of who to contact and first steps to take for state members to find that information. He suggested Rep. Tim Butler from Illinois as a point of contact for states interested in similar legislation. Thomas suggested to the Board that he be the point of contact to work with the Promotion Group to push this initiative forward, to which there was general agreement. Thomas offered to work with Kelly to create background and legislative template documents for use by other Board members.

#### **Economic Development Working Group**

Fulgenzi noted that the group was focused heavily on some of what previous groups had discussed. The group was working on case studies and economic development advocates to provide resources and best practices for interested parties. The work was focused on the economic belt along Route 66, to provide tools for preservation and growth to local stakeholders to make a difference at the local level, by bringing stories of economic success to local officials designed to help them understand the economic development impact potential of Route 66. Fulgenzi noted that the group was hoping to provide some graduate assistants with work over summer and spring, and possibly bringing in someone in the fall to look at case studies in successful communities. He also wanted to ensure that appropriate questions were being asked on the various surveys being used to capture information on the economic impact of Route 66 travelers, and wanted to update the 2012 Route 66 Economic Impact Study. He noted that the group was working to get sponsorships from state and local Congressional leaders for the 100<sup>th</sup> Route 66 celebration initiatives Kelly had discussed, and felt it was worth reaching out to those beyond the Rt. 66 corridor who have an interest as cosponsors. He agreed toolkits for local officials would be important.

#### **State Associations Working Group**

Meroney was not present, so Thomas reported that she had assumed chairmanship of this working group from Barthuli, who had been the interim chair. Thomas reported that one of the items currently being addressed by the group was an effort to talk with various parties that over the years had held international Route 66 festivals. The State Association Group has invited these individuals to attend one of its upcoming teleconferences, in order to decide how to better coordinate when

and where those festivals happen. Such a system would obviously be voluntary. The main interest of the working group was to address the issue in a collaborative fashion with other Rt. 66 stakeholders.

- **Tribal Advisory Group**

No representative could attend, so there was no update at this time.

- **International Advisory Group**

Thomas reported that he had had a discussion with Dries Bessels from the Netherlands, who had agreed to be the chair for the group, but had not been able to meet with him in person yet. They were continuing discussions via email.

## V. Task Force Updates

- **National Historic Trail Task Force**

John Conoboy could not be present for the update, but Thomas noted he had sent a copy of a spreadsheet which identifies the current cosponsors of the National Trails legislation; 16 cosponsors so far, with efforts continuing. The legislation is now in committee in the House of Representatives and is moving forward, with a hearing likely by the end of this year or beginning of next year. Amy Webb and the National Trust have also maintained contact with Thomas over this legislation.

- **Financial Sustainment - Report from the Financial Sustainment Task Force**

Presentation was made by Thomas, who reported that a cooperative agreement with the NPS had been submitted for next fiscal year [10/1/17-9/20/18]. Thomas also reported he had scheduled a teleconference with the Director of Advertising at State Farm and Darley Newman, who produces and stars in a PBS travel series called "Travels with Darley". The goal is to seek State Farm sponsorship for her show, which would focus on Rt. 66. Thomas also reported that the Arts Technology Department at Illinois State University agreed to partner with the Road Ahead to design and develop a Rt. 66 GPS-based navigational app. This will be worked on by ISU graduate students during the upcoming 2017-2018 academic year. In addition, Thomas reported that filming for a VR experience regarding Rt. 66 will begin the following week, as part of a partnership with Breda Technical University in the Netherlands. The goal of the VR project is to introduce and increase brand awareness of Route 66 among millennials and younger people. This project is being done gratis, but Thomas noted it would be pitched to State Farm as another sponsorship opportunity. Miller reported that he had spoken with a contact at Harley Davison regarding corporate sponsorships. She was enthusiastic, but requested a written proposal she could present to her supervisor, which Miller asked for assistance writing. Thomas asked that he be given the name and email address for the PR contact so he could ask questions about what is required for the proposal. Dunaway suggested the Honda Foundation as a possible sponsor. He suggested the board could use a boilerplate description of the organization and the aims of its various grant initiatives that could be sent out to these foundations.

## VI. Policies

Discussion & Adoption of Proposed new policies:

- Policy 2017-01 - PUBLIC COMMUNICATIONS

Miller made a motion to adopt, Charles seconded, motion passed unanimously.

- Policy 2017-02 - ANNUAL BOARD of DIRECTORS MEETING  
Due to the possibility of combining a meeting with a possibly planned conference in Flagstaff in 2019, the board agreed to modify the existing policy to provide more flexibility. Instead it was decided that Albuquerque would be the preferred meeting location, but that the board would evaluate other possibilities as needed based on the existing five criteria. Thomas moved to table the discussion to work on the policy language, which met with general approval. Motion to table made, seconded by Piotrowski, motion passed unanimously.
- Policy 2017-03 - ANNUAL PUBLIC STAKEHOLDER'S MEETING  
Due to suggested changes in policy, this was also tabled with the previous policy in order to work on the language.
- Policy 2017-04 - PRESERVATION ADVOCACY  
Bricker offered minor revisions. He noted that language in the policy had been changed from the "executive director being responsible" to the "board chairman or executive director" being responsible – due to the fact the organization does not currently have an executive director. Thomas asked for motion to adopt, Fouser motioned to adopt with revisions, Kelly seconded, motion passed unanimously.

## **VII. Other Old Business**

No other old business to discuss.

## **NEW BUSINESS**

### **VIII. 2018 Annual Board & Public Stakeholders Meetings**

Thomas asked if - despite tabling the discussion about future Board meetings - there were any other points or information people wanted to bring up regarding this matter. It was noted that Meroney had suggested holding the Board's 2018 Annual Meeting in Shamrock, TX due to an international Route 66 festival to be held there. Following a discussion regarding the availability of hotels and meeting rooms, Piotrowski pointed out that while the board had not approved the meeting's policies, Shamrock was missing one of the main criteria, which was accessibility to an international airport. The discussion was again tabled.

### **IX. Other New Business**

Kelly suggested that, in the event the current Route 66 federal legislation was passed, the board should consider being represented at its signing in order to be part of the process. He asked members to consider what kind of cadre they might want to send.

### **X. Adjournment**

There being no other business, Bricker motioned to adjourn, Dunaway seconded, motion passed unanimously.

Thomas noted that the next 2017 3<sup>rd</sup> QTR Board Meeting will be scheduled for September.