



Board Meeting Minutes

March 13, 2019

Commenced 2:12 pm

Board Members present in person:

Steve Cadematori – President, Community of Greenwater Representative
Cheryl Marshall – Vice-President, Recreation User Groups
Troy Couch – Treasurer, Enumclaw Chamber of Commerce
Trip Hart – Westside Citizen at Large Representative

Board Members calling in by phone:

Danielle Surkatty – Eastside Citizen at Large Representative
Thomas Noyes – Washington State Department of Transportation

A QUORUM WAS PRESENT

Guests:

Darrel Dickson (Signage location and creation)

Board Minutes:

President Cadematori called for approval of minutes for the following dates:

March 7, June 6 as presented, UNANIMOUSLY APPROVED

Sept. 19 minutes corrected to show that Troy Couch was not in attendance. Danielle has posted on website.

The Dec. 5 minutes WERE MOVED, SECONDED AND APPROVED UNANIMOUSLY.

The board discussed disbursement funds for updating website and hosting. This would allow for better viewing on phones and tablets as well as activating the current map online <http://chinookscenicbyway.com>

Danielle provided an email with the details.

CSB 410 SIGNAGE REVIEW:

The board reviewed the proposed sign to the byway, which will be placed on the north side Hwy 410 across from The Claw, with property owner Darrel Dickson. A design plan with city council, Mayor of Enumclaw City will include working with Enumclaw's Building department/engineer.

The engineer will need to sign off on the sign as it must be seismically constructed and withstand gusts of 120 mph.

So far, \$17,000 has been paid out to Parametrix.

Approximately 75-100 yards of ravel needs to be secured for construction (Perhaps Scott Corliss and/or Bart Jensen would contribute?)

Steven will contact the Tourism Board, Troy Couch will contact Chris Passenett regarding having the sign designated as a temporary structure. IF TEMPORARY, THE SIGN COULD CONVERT TO THE CITY OF ENUMCLAW.

Is it possible the sign could piggy back on Mather Memorial Parkway signs and Forest Service which need replaced as well?

Can the logo be added to the Naches and Mt Rainier, and Chinook Pass signs ?

Chip Jenkins is the newest Park Superintendent, Tiana and Frank Deberry are running Alterra which was formerly Crystal Mountain Resort.

ICON passes and passholder should be alerted to the byway.

Sign subcommittee (Trip, Darrel and Steven) have an agreement wit PCMI, easement on Darrel's land with a 20yr renewable.

FRIENDS OF THE CHINOOK SCENIC BYWAY

The account currently has \$492

The board would like to raise \$13-\$25,000 for the new sign and for operation of the CSB board (website, ads, flyers, kiosk etc.)

A sponsorship hierarchy from businesses to advertise. Can we secure 20 businesses at \$1,000?

Sponsors at \$250? Show value to businesses.

Will encourage tourists to submit and post pictures.

The new website costs \$460 for 3 years, current site expires in August of this year. The new site will be able to populate the map. The new site needs to be mobile friendly with responsive design with conversion it should cost about \$1,000.

Possible merchandise, Dimensions of logo (Danielle) 3"x3", window stickers and other PDF with 18" or 24" printable items.

It was proposed that we hold a fundraiser as well. Perhaps a CASINO NIGHT with a spaghetti western dinner theme.

CSB MAPS

Delivered to Reps. Stokesbary and Irwin and Senator Fortunato (31st LD), PC Executive, Council District 1, Washington Library, US Forest Service Naches, more on the way.

Meeting adjourned at 4 pm.

Respectfully submitted,

Cheryl Marshall