



Minnesota Mississippi River Parkway Commission

2nd Quarter Meeting – May 26, 2011

2:30 – 5:00 p.m.

State Office Building Room 500 North

DRAFT AGENDA

2:30 p.m.	Welcome & Introductions	Johnson
2:35 p.m.	Approve Today's Agenda & Minutes from 2/23/11	Johnson/All
2:40 p.m.	Commission Business <ul style="list-style-type: none">- Financial Status Report- Legislative Session Update	Miller House/Senate Members
2:50 p.m.	National MRPC Updates <ul style="list-style-type: none">- Spring Webinar- MRPC Board- National Committees: Culture & Heritage, ERA, Marketing, Transportation	Zoff Johnson Committee Members
3:10 p.m.	Old Business - Updates <ul style="list-style-type: none">- Mississippi River Bicycle Trail (MRT)- CapX 2020- 2010 National Scenic Byways Grants – MNRAA Project	Liz Walton/Dan Collins Johnson/Mulry/Zoff
3:30 p.m.	New Business <ul style="list-style-type: none">- 2011 National Scenic Byway Grants- Regional Citizen Committee Meetings and Commissioner Elections	
3:50 p.m.	2011 National Scenic Byways Conference, Aug 21 – 24, Mpls <ul style="list-style-type: none">- Confirm MN-MRPC Attendees- Great River Road Field Workshops	
4:10 p.m.	Work Group Updates <ul style="list-style-type: none">- Marketing, Economic Development, Capital Improvement, Organization	Work Group Members
4:20 p.m.	State MRPC Travel Updates & Upcoming Events <ul style="list-style-type: none">- St. Paul Great River Gathering- Other	All
4:30 p.m.	Agency and Regional Updates <ul style="list-style-type: none">- Lake Itasca to Grand Rapids- Grand Rapids to Brainerd- Brainerd to Elk River- Elk River to Hastings- Hastings to Iowa Border- Agriculture- Explore MN Tourism- Historical Society- Natural Resources- Transportation	Frost Schaubach Samp Labovitz Mulry Poster Johnson/Offerman Kajer/Kelliher Murray/Wheeler Pafko/Zoff
4:50 p.m.	Recognition of Distinguished Service to the Commission – Don Frerichs	All
5:00 p.m.	Wrap Up and Adjourn	



**Minnesota Mississippi River Parkway Commission
1st Quarter Meeting
February 23, 2011
State Office Building, St. Paul MN**

MINUTES – Approved 8/18/11

Commissioners Present

Rep. Sheldon Johnson – MN-MRPC Chair
Frank Pafko – Transportation Appointee
John Schaubach – Grand Rapids to Brainerd
Jack Frost – Itasca to Grand Rapids
Mark Anderson – At-Large Member
Charlie Poster – Agriculture Appointee
Karl Samp – Brainerd to Elk River
Paul Labovitz – Elk River to Hastings
Sheronne Mulry – Hastings to Iowa Border
Andrea Hart-Kajer – Historical Society Appointee

Greg Hubinger – LCC
David Kelliher – Historical Society
Chris Miller - Staff

Commissioners & Advisors Absent

Rep. Branden Petersen
Sen. Sandra Pappas
Sen. David Senjem
Don Frerichs – Explore MN Tourism Appointee

Others Present

Andy Golfis
Michelle Johnson, Wayne Gannaway – America's
Byways Resource Center (via phone)

Tech Advisors & Staff Present

Carol Zoff – Transportation
Cynthia Wheeler – Natural Resources
Cheryl Offerman – Explore MN Tourism

The meeting was called to order by Chairman Johnson at 2:40 p.m. A quorum was present. New member Charlie Poster from the Minnesota Department of Agriculture was welcomed to the Commission. Rep. Branden Petersen was also announced as a new member.

Approval of Minutes from 8/26/10 and 11/18/10 Meetings

Draft minutes from 8/26/10 and 11/18/10 were distributed. Motion by Commissioner Kajer and seconded by Commissioner Mulry to approve the 8/26/10 minutes as presented. Motion passed. Motion by Commissioner Pafko and seconded by Commissioner Samp to approve the 11/18/10 minutes as presented. Motion passed.

Commission Business

Election of 2011 Officers: Chairman Johnson recommended tabling this item until the 2nd Quarter Meeting due to Commission appointments from the Senate to be completed soon. Members agreed and current officers will continue to serve until the next meeting.

Appointment of At-Large Member/Secretary: The MN-MRPC has a vacancy in the at-large position, which is to be appointed by the other 14 members. Three nominations were received. Jack Frost nominated Paul Thiede, Crow Wing County Commissioner and member of the Mississippi Headwaters Board; Frank Pafko nominated Mark Anderson, long-time Mn/DOT employee and current State Scenic Byways Coordinator; and Carol Zoff nominated Craig Churchward, who recently moved back to the area and has Scenic Byways experience including work on the Great River Road Development Study. Nominators provided information on the candidates, followed by ballot voting. Mark Anderson was appointed as the new at-large member of the Commission.

Financial Status Report: A report showing budget, year to date status, open grant amounts, and projected expenses to year end was distributed and discussed. Motion by Commissioner Frost and seconded by Commissioner Pafko to approve the report as presented. Motion passed.

Legislative Session Update: Chairman Johnson presented information on the MN-MRPC to the House State Finance Committee recently. He also noted House File 554/Senate File 346 which would extend the sunset date of the MN-MRPC for four years. Other bills are listed as separate items later in the agenda.

National MRPC Updates

MRPC Board: The Board made a one-time change and will not hold a Semi-Annual Meeting in the spring of 2011, for a variety of reasons including budget constraints in member states. A webinar will be held on April 8 at 10:00 a.m., open to all MRPC members in lieu of a spring meeting. The webinar will focus on the National MRPC work plan.

MRPC National Committees: Technical Advisor Offerman reported on a recent conference call of the Marketing Committee. The 2010 National Great River Road Geocaching Contest did not receive enough entries to award prizes, and so prizes from the states are not needed at this time. The contest criteria will be revised for 2011 and the new geocaching event/contest is scheduled to begin around June 1. Technical Advisor Zoff reported that the MRPC will be assessing whether All American Road designation should be pursued for the 10-State Great River Road; and whether application would be made by the National MRPC or the individual states. This will be discussed as part of the April 8 MRPC webinar.

State MRPC Travel Updates and Upcoming Events

Travel Updates: Commissioner Schaubach reported on the 2011 Minnesota Tourism Conference, including presentations focused on interests and activities of different generational groups and a presentation by a representative from the International Mountain Biking Association. Commissioner Frost reported on a regional tourism meeting in Bemidji, held in a refurbished industrial site along the Mississippi and providing a great example of improvements along the river.

Upcoming Events: The Commission discussed the upcoming Great River Gathering, scheduled for May 12 at the St. Paul RiverCentre. Recent practice has been to purchase two tickets for Commission members to attend. The MN-MRPC has also participated in the exhibit hall thanks to space shared by MNRRA. The following indicated interest in attending: Sheronne Mulry, Andrea Hart-Kajer and John Schaubach. Details will be emailed to them. MNRAA offered to share exhibit space again this year and Commissioner Mulry volunteered to staff on behalf of the MN-MRPC. Commissioner Schaubach noted that a second meeting of the Mississippi River group organized by the Initiative Foundation and Nature Conservancy could be coming up in late April, possibly the 21st. Members felt that the MN-MRPC should have representation at the meeting and Commissioner Samp offered to attend. The Central Minnesota Community Foundation will be holding a meeting on February 25 to finalize a list of community priorities.

Old Business

CapX2020 Updates: The route from Bemidji to Grand Rapids is proceeding and seems to have minimal impact on the Great River Road. Vegetation removal and pole installation are underway in the Monticello to St. Cloud area, with significant impact to the Great River Road. A meeting was held with MN-MRPC, Mn/DOT and CapX representatives on January 10 to discuss vegetation removal concerns. It was learned that individual landowner preferences, including those of counties, supersede the approved vegetation plan. Future meetings will be scheduled regarding the implementation of the mitigation plan for the Monticello-St. Cloud area; and the MN-MRPC requested copies of any future information related to the permit section involving the MN-MRPC. It was also suggested that for the Hampton – La Crosse route, the MN-MRPC hold its own meetings with landowners early in the process to explain National Scenic Byway status and issues. Discussion followed on the Hampton – La Crosse route and process. There is significant potential impact to the Great River Road in both Minnesota and Wisconsin. The Wisconsin MRPC is interested in meeting and working jointly with the MN-MRPC. It was suggested that a work group be designated to attend related meetings; develop a white paper; work with the WI-MRPC and develop a joint proposal on the preferred route; and meet with local communities. Sheldon Johnson, Sheronne Mulry, Carol Zoff and Chris Miller will serve on this group. Others are welcome and invited to notify the MN-MRPC office.

Mississippi River Trail (MRT): Status updates on the MRT in Minnesota were provided in the handouts, and Liz Walton of Mn/DOT has offered to present information at the next MN-MRPC meeting. Commissioner Labovitz reported that the MRT is moving ahead nationally with a common vision, there is optimism about progress, and the support of the MN-MRPC is appreciated. The MRT is a scenic byway for bicycles and pedestrians making it possible for people to get closer to the river and on trails. Technical Advisor Zoff noted the possibility of the MRT being designated as the state's first scenic bikeway. This new designation would help provide clarity for future funding opportunities. Chairman Johnson offered to follow up on any recommended language for legislation.

New Business

HF 95/SF39 – Mississippi River Critical Area Repeal: Commissioner Labovitz provided background, having served on the Advisory Board for Mississippi River Critical Area Rulemaking. House File 95 and Senate File 39 would repeal the Mississippi River Critical Area designation, including repeal of authority for the Department of Natural Resources to finish the rulemaking project that has been underway and is near completion. The 72-mile Critical Area provides the boundaries of the Mississippi National River and Recreation Area. Issues include incremental loss of protected property over time and decreased vitality of the national park. Commission members expressed concern that much public input has been gathered through the rulemaking process and all should be fully considered through completion of the rulemaking process. Motion by Commissioner Schaubach and seconded by Commissioner Samp authorizing the MN-MRPC to write letters in opposition of HF 95/SF 39 and requesting that the DNR be given authority to complete the rulemaking process that was underway. Motion passed.

Action Request: FY '11 Federal Scenic Byways, Historic Preservation, Trails and

Bike/Pedestrian Funding: Details on Great River Road related federal funding and program reductions were included in the handout packets. Discussion followed on importance of the federal programs and funding sources to the Great River Road, its partners and local communities. Although eligibility to apply for funds would still likely exist if levels are reduced and/or programs combined, opportunities would be reduced. Members discussed the importance of these tools to the commission and local communities and advised that a letter be sent to Minnesota's congressional delegation, outlining the benefits of the programs and requesting support. Personal contacts from individual members of the commission can also be made using content of the letter as background, with additional local detail. It was also advised that the MN-MRPC letter be shared with the National MRPC. Draft letters will be developed and sent to members for revision/approval via email.

2011 National Scenic Byways Conference, Aug 21 – 24, 2011 – Minneapolis

Chairman Johnson welcomed Michelle Johnson and Wayne Gannaway of America's Byways Resource Center, joining the meeting by phone. They are pleased that the conference will be held in Minneapolis. There are several means for local scenic byways such as the Great River Road to be involved in the event and showcase the local area: pre-conference tours, field workshops, and byway sponsorships. Several field workshops will involve the Great River Road including a tour of historic waysides, Fort Snelling, the Oliver H. Kelley Farm, and a Great River Road experience by bike and other modes of transportation. MN-MRPC members look forward to attending the conference and suggested providing a byway sponsorship. Commissioners Mulry and Samp offered to help staff the booth. Additional requests for volunteer time at the event or donations from throughout the state will be communicated by the State Scenic Byways Office as the conference date approaches.

Work Group Updates

Marketing: Commissioner Mulry reported on the February 14 conference call, with information also provide by Commissioner Labovitz and Technical Advisor Offerman. The group discussed and made recommendations for a re-print of the MN Great River Road Map/Travel Planner; developed initial parameters for the destination area video project; and discussed an opportunity/made a recommendation to place a Great River Road ad in the new Minnesota Biking Guide. Suggestions were made for future agendas of the work group – social media, mobile applications, and consider partnering with communities/offering a workshop on roadside marketing.

Organization: Commissioner Samp noted that a meeting will be held soon.

Agency and Regional Updates

Itasca to Grand Rapids: Commissioner Frost noted Mississippi Headwaters Board initiatives and an upcoming meeting with Governor Dayton, a county partnership with the Soil and Water Conservation District, and area events including geocaching and the Bemidji Dragon Boat Festival. Further detail is included in the written report following the minutes.

Grand Rapids to Brainerd: Commissioner Schaubach reported on a December 9 meeting sponsored by the Initiative Foundation and the Trust for Public Land, which brought together many Mississippi River partners from Lake Itasca to St. Cloud. This provides a good opportunity for partnership on initiatives including a possible update of the Great River Road Corridor Management Plan. Commissioner Schaubach

suggested that the group could facilitate identification of intrinsic qualities and then align efforts as well as partner on initiatives. Further detail is included in the written report following the minutes.

Brainerd to Elk River: Commissioner Samp reported that groups in Brainerd and St. Cloud continue to meet regularly regarding river related plans and topics. The Brainerd group meets quarterly and would like to participate in any processes related to updating the Great River Road Corridor Management Plan. One of the projects under consideration is a white water rafting park.

Elk River to Hastings: Commissioner Labovitz reported that the National Park Service has participated on the Coon Rapids Dam Commission, with results to be shared with the legislature soon. The Urban Wilderness Canoe Area was featured in the Presidents Great American Outdoors report. A Great River Canoe Race is being planned which will involve local companies and organizations. St. Paul is currently working on a master plan for the Great River Park. Minneapolis recently selected a firm to develop an area of riverfront, demonstrating a re-focusing on the Mississippi.

Hastings to Iowa Border: Commissioner Mulry discussed concerns in her region over potential for significant spring flooding, which some projections indicate could rival 1965 levels.

Explore Minnesota Tourism: Cheryl Offerman reported that Don Frerichs will be resigning his position on the MN-MRPC after many years of service, and EMT is in the process of considering potential candidates to fill the appointment.

Natural Resources: Cynthia Wheeler provided updates on Mississippi River Critical Area Rulemaking; status of the white water park in Minneapolis; central Minnesota river initiatives; and an award recently won by the Friendship Tour Project which connected people from various areas of the river. Further detail is provided in the written report following the minutes.

Transportation: Commissioner Pafko listed several current bridge projects, including Lafayette and Lowry bridges now under construction; and Dresbach, Winona and Red Wing bridges in planning stages. Carol Zoff is active on the bridge projects related to visual quality, vegetation and wall design. She requested input from Commission members on wall design and material/design preferences. Information including photos or diagrams will be sent to the MN-MRPC office for distribution to members and gathering of comment.

Historical Society: David Kelliher reported that the Minnesota Historical Society has completed its Legacy Funds report to the legislature. Information is available at www.mnhs.org/legacy. The grants program provided 474 grants, covering all 87 counties. An example is the "Paul & Babe Geocaching" organized by the Paul Bunyan Scenic Byway. A series of Legacy Weekends will be coming up to highlight programs in communities across the state.

Recognition of Distinguished Service to the Commission – Andy Golfis

Chairman Johnson and Technical Advisor Zoff provided commentary about the contributions of Andy Golfis. Commission members shared their thoughts and thanks as well. Commissioner Golfis served for many years and in many capacities including State MRPC Chair and National MRPC Pilot. His dedication and perseverance will be greatly missed.

Next Meeting

Thursday, May 26, 2011

2:30 – 5:00 p.m.

State Office Building Room 500 North

Adjournment

The meeting was adjourned at 5:15 p.m.



Mississippi River Parkway Commission of Minnesota Agency & Regional Updates February 2011

Lake Itasca to Grand Rapids – Commissioner Jack Frost

This regional commissioner has been quite busy with the Mississippi Headwaters Board (MHB) re-branding initiative. We have the latest draft of our Mississippi Headwaters Guidebook in draft form which I will bring to the meeting on 2/23. Chip Borkenhagen of Lake Country Journal created a video presentation for the Senate Environmental Committee hearing which will occur on Thursday as well as a meeting with Governor Dayton. The web site is being updated and plans to introduce a number of new initiatives and alliances planned subject to obtaining continuing funding from the legislature. We remain optimistic on that issue.

Beltrami County has completed a very promising partnership with the Beltrami Soil & Water Conservation District. The SWCD retains its governance board and staff are domiciled at the county administrative building in Bemidji. This will save \$275,000 per year and produce a proactive environmental service team to better serve Beltrami County.

Make sure to check out the geo-caching opportunities on the Mississippi headwaters area and great events like the Dragon Boat Festival on Lake Bemidji this summer.

Grand Rapids to Brainerd – Commissioner John Schaubach

On December 9 I [along with Chris Miller and Jack Frost] attended a conference at the Northland Arboretum in Baxter, Minnesota, "Mississippi River Habitat: Sharing Information on Habitat, Water Quality, Recreation and Community Development". This conference was sponsored by the Minnesota Initiative Foundation and the Trust for Public Land. The purpose of the conference was to gather presentations from a range of stakeholders and advocates of the Mississippi River Headwaters region for shared knowledge and identification of common ground for mutual support. I found the program enlightening and encouraging. I appreciated Commissioner Frost's presentation on the role of the Mississippi Headwater's Board. I was able to share information on some river related community development efforts from my area. I was especially encouraged by the presentations from representatives of St. Cloud and Brainerd about their efforts to transform their communities as Mississippi River towns. We also were able to share information about the MRT and the potential for a Mississippi Corridor Management Plan update. There was such good information sharing that now there is talk now of repeating this conference with additional stakeholders who were not present at this time.

On January 25-26 I represented the MN-MRPC at the Explore Minnesota Tourism Conference in Nisswa. There were much information and reports of about tourism opportunities that are consistent with the mission of the MRPC. Presentations of note in this regard covered topics about changing generational interests for tourism, the new and emerging international travel market potential, bicycle tourism with note of the significance of the MRT, the measured economic impact of national byway status, and the importance of mobile marketing [cell phone application tools] as examples. It was to me additional evidence that there is more and more potential to continue to elevate the Mississippi to its rightful iconic status within the mainstream of our state's tourism marketing. There was also a presentation at the conference by a representative from the International Mountain Biking Association about the new mountain bike course in the Cuyuna Country State Recreation Area which our commission toured this past summer. IMBA will be joining the DNR and others in a grand opening ceremony in Crosby on June 10. It was good to see the interest in this development by other attendees of the tourism conference.

Todd Holman of the Nature Conservancy informs me he continues to work on acquiring the Mississippi shore lands that he discussed with the Commission at our meeting last summer. He appreciates the interest and support of the MN-MRPC in this effort. And he will keep me apprised of developments that might be in the interests of the commission so that I can share them with you.

Department of Natural Resources – Cynthia Wheeler, Technical Advisor

Mississippi River Critical Area (MRCCA) Rule Making

DNR ran out of time to adequately evaluate the public input and missed the rule making deadline. The fate of the MRCCA rule making is now in the hands of the Legislature. The Legislature can extend rulemaking authority if an agency missed the statutory deadlines in Chapter 14; however, a bill has been introduced to make sure that doesn't happen for the MCRRA. SF0039/HF0095 repeals the MRCCA rulemaking. As of February 15, 2011, the bill had made it to the Senate floor, but had not yet gone through the House. Even if the bill does not pass, the rulemaking cannot move forward unless the Legislature acts to extend DNR's authority. A lot is up in the air right now however work is continuing on the draft rules and SONAR, both of which are near completion.

Mississippi Whitewater Park Project

The Corps of Engineers contractor has been working on the development of a third design alternative for the Mississippi Whitewater Park - one that starts the whitewater park further upstream and provides greater visibility of the whitewater course from the Stone Arch bridge. We don't anticipate seeing any designs until the end of March. A presentation of the draft report to the Design Coordination Team (key stakeholders) is planned for early May.

Mississippi River – Update from DNR's Sauk Rapids office

Brainerd is continuing to move forward with a Chamber of Commerce led initiative to refocus on the Mississippi River. They are continuing to pull together plans.

The Central Minnesota Community Foundation in St. Cloud is continuing a discussion about refocusing St. Cloud on the river. This effort ties in with all the river planning initiatives that are happening in the St. Cloud area, along with the St. Cloud Urban Area Mississippi River Corridor Plan – a draft which should be revealed within the next couple of weeks.

The Central Minnesota Community Foundation also gathered about 40 local community leaders and visited the city of Dubuque, Iowa earlier this year. They are continuing to have conversations about how to make St. Cloud a more river centric city – more along the lines of Dubuque, or at least borrowing some themes from Dubuque.

There is a Lessard-Sams Outdoor Heritage Council proposal to purchase land around the Little Nokasippi Wildlife Management Area (WMA) for public outdoor recreation, and to protect the viability of the WMA, which is adjacent to the Mississippi River near Camp Ripley.

Friendship Tour Project Wins Statewide Collaboration Contest

Check out <http://www.curemnriver.org> for a story on the "Friendship Tour Project" that won a collaboration award by bringing "up streamers" (farmers along the Minnesota River) together with "down streamers" (Lake Pepin area residents) to get a grassroots understanding of each other's issues. Pretty cool, if you ask me.

MN-MRPC FY11 Operating Budget - Status 5/23/11

Obj Code	Description	Budget	Total Pd/Pending	Encumbered	Available	Comments
1E0	Other Benefits (Per Diem)	\$ 4,500.00	\$ 1,585.00		\$ 2,915.00	Commissioners: quarterly mtgs, MRPC Annual Mtg & Semi-Annual Mtg, work group mtgs, Commission representation at events.
2A0	Space Rental, Maint & Utility	\$ 600.00	\$ 534.00		\$ 66.00	Storage of MN-MRPC brochures. Also exhibit space, mtg room rental, etc.
2C0	Printing & Advertising	\$ 5,500.00	\$ 2,511.33		\$ 2,988.67	Local match for printing of FHWA grant marketing projects, Commission mtg copies, etc.
2D0	Prof/Tech Services	\$ 24,500.00	\$ 18,375.03	\$ 8,166.68	\$ 131.96	Administrative contract for 7/10 through 6/11. Donations received (for maps/brochures) are added back into this code. \$132 rcvd to date.
2D0	Prof/Tech Services	\$9,000	\$3,515.80		\$5,484.20	Local match (20%) for FHWA grant project work, other special projects
2F0	Communications	\$ 1,700.00	\$ 1,272.67		\$ 427.33	Website hosting, stats, minor updates. Postage/deliveries. MN MRPC phone line.
2G0	In-State Travel	\$ 8,272.46	\$ 2,423.36		\$ 5,849.10	Commissioners/Advisors/Staff: quarterly mtgs, work groups, events.
2H0	Out-State Travel	\$ 7,000.00	\$ 2,350.11		\$ 4,649.89	MRPC Annual & Semi Annual Meetings
2J0	Office Supplies	\$ 300.00	\$ 40.78		\$ 259.22	General office supplies for Commission projects.
2K0	Equipment	\$ 400.00	\$ -		\$ 400.00	Equipment for GRR video project - match to federal grant funds. Also rental of A/V equipment for meetings.
2L0	Employee Development	\$ -	\$ -		\$ -	In-state training/conference registrations.
2M0	Other Costs (MRPC Dues)	\$ 15,000.00	\$ 15,332.49		\$ (332.49)	2011 National MRPC Dues, tent rental for historic property ribbon cutting
TOTAL:		\$ 76,772.46	\$ 47,940.57	\$ 8,166.68	\$ 22,838.88	Budget included 66,000 allocation plus carry-over from FY '10

Open Grants

	<u>Total Balance</u>	<u>Fed Share</u>	<u>Local Match</u>	(To be taken from operating budget above or in FY '12)
FHWA Interpretive Panels	49,732.75	49,290.20	442.55	
FHWA Seed Grant	8,728.68	6,982.94	1,745.74	
FHWA Marketing Grant	18,154.73	12,803.78	<u>3,100.95</u>	Plus 2011 EMT Grant of \$2,250
			5289.24	

Projection to Year End

Operating and project expenses	7,300.00
Map reprint	8,000.00
National MRPC dues for 2012	7,538.83
Total	22,838.83



Mississippi River Parkway Commission of Minnesota

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Members of the House: Sheldon Johnson (DFL – 67B) – Chair; Branden Petersen (R – 49B) **Members of the Senate:** David Senjem (R – 29), Sandra Pappas (DFL – 65) **State Agency Appointees:** Charlie Poster – Agriculture, Frank Pafko – Transportation, Adam Johnson – Explore Minnesota Tourism, Greg Murray – Natural Resources, Andrea Kajer – Historical Society **Regional Appointees:** Jack Frost – Lake Itasca to Grand Rapids, John Schaubach – Grand Rapids to Brainerd, Karl Samp – Brainerd to Elk River, Paul Labovitz – Elk River to Hastings, Sheronne Mulry – Hastings to Iowa Border **Member at Large:** Mark Anderson

April 29, 2011

Matthew Langan
Office of Energy Security
Minnesota Department of Commerce
85 7th Place East, Suite 500
St. Paul, MN 55101-2198

RE: CapX 2020 Hampton-Rochester-La Crosse DEIS, PUC Docket No. TL-09-1448

Dear Mr. Langan:

The Mississippi River Parkway Commission of Minnesota (MN-MRPC), byway organization for the Minnesota Great River Road National Scenic Byway, has reviewed the Draft Environmental Impact Statement (DEIS) for the Hampton-Rochester-La Crosse Transmission Line Project. The mission of the MN-MRPC is to promote, preserve and enhance the resources of the Mississippi River and to develop the highways and amenities of the Great River Road. Our input and concerns regarding the DEIS are listed below.

We oppose the alternate route that would parallel the Minnesota Great River Road (GRR) for approximately 1.3 miles. Paralleling the Great River Road would destroy the scenic value so unique and special to this area of the National Scenic Byway. As noted on page 37 of the DEIS, one of the options to reduce visual impact is to “avoid routing through areas with high-quality, distinctive view sheds, including scenic highways, river crossings, and similar areas where feasible.” This area of the byway is clearly high-quality and distinctive and should not be diminished. There are also negative impacts associated with the alternate alignment on TH 42 including: potential perpendicular alignment on the GRR requiring substantial vegetation removal; TH 42 as it enters the Mississippi River Valley offers spectacular views as travelers approach the river and GRR; this segment of TH 42 includes highly erodible side slopes and bluffs that would be vulnerable due to the construction and long-term vegetation management practices; and the view from the river toward the west would reveal a new cut versus the current wooded bluff line.

Vegetation removal was not reflected in the Great River Road photo simulations provided. The MN-MRPC requests a video visual impact simulation including peripheral, front and rear views, in motion as travelers actually experience the byway, whether by car or bicycle. The simulations presented do not accurately or completely relate the cumulative experiential and resource impacts. Specifically they do not illustrate the vegetation removal, which is extensive in scope and severely impacts scenic, natural, recreational and historic intrinsic qualities of the byway. This is true if traveling directly under or near the proposed lines or if viewing them across the river, from the Wisconsin Great River Road perspective.

Section 7.3.5 regarding tree groves and windbreaks states a preference to remove trees in public road rights of way which include the Great River Road. The National Scenic Byway is not mentioned as requiring higher protection. Mitigation plans following construction were not specifically addressed, including steps to restore or enhance the experience of the byway traveler. Mitigation language for impacts to scenic byways in Section 7.11.1 focuses on safe operation and maintenance of roadways only.

The underground river crossing should not be ruled out as a possibility. This option would result in the most minimal visual impact near the Mississippi River and Great River Road. This could also provide an opportunity to partner with other efforts related to river crossings, such as installation of an invasive species barrier.

In addition, because this project impacts the Great River Road National Scenic Byway in two states, we ask that routing and river crossing decision making processes in Minnesota are aligned with processes in Wisconsin. The MN-MRPC opposes any routes that would parallel the Wisconsin Great River Road, both for the sake of scenic impact on our Minnesota Great River Road travelers, as well as the negative impacts to the Wisconsin Great River Road. Our partners, the Wisconsin MRPC, should be included in these conversations. After reviewing the DEIS, the WIMRPC has noted specific concerns related to impacts at Alma. Alma is one of the most popular destination points on the entire 250 mile Wisconsin Great River Road National Scenic Byway. The river town of Alma is quaint – its main street is located immediately adjacent to the Mississippi River and is listed on the National Historic Record; the Corp of Engineers Lock and Dam and its observation deck is adjacent to downtown. The Great River Road and the Mississippi River Trail pass thru downtown. Located on a bluff top above Alma is Buena Vista Park, a very popular tourist attraction providing a spectacular panoramic view extending across the majestic Mississippi River and its vast backwaters back dropped by the distant Minnesota bluffs. Alma was recently awarded a grant from the National Scenic Byway program to construct a high level wildlife and scenic viewing deck on an ascending bluff near the downtown area. "Viewing" (both scenic and wildlife) is a major attraction involving a wide range and preponderance of waterfowl. High tower transmission lines would have negative effects on the unique and treasured qualities of the area.

The Great River Road has achieved the esteemed designation of a National Scenic Byway because it possesses characteristics of regional and national significance. These characteristics are worthy of protection. We would welcome the opportunity for a meeting to discuss our concerns and options for resolution.

Sincerely,

A handwritten signature in cursive script that reads "Sheldon Johnson". To the right of the name, the letters "lcm" are written in a smaller, simpler script.

Representative Sheldon Johnson, Chair

cc: Al Lorenz, WIMRPC



**Minnesota Mississippi Parkway Commission
Bluffs Region (Hastings to Iowa Border)
Citizen Committee Meeting**

**June 2, 2011
3:30 – 5:30 p.m.
Winona County History Center
160 Johnson Street, Winona**

Agenda

- I. Welcome & Introductions
 - Overview of Winona County History Center
- II. MN-MRPC/Great River Road Updates
 - Corridor Management Plan
 - Bridge Projects Underway in the Region
 - Mississippi River Trail
 - Historic Wayside Restorations
 - Marketing Materials
- III. CapX2020 Transmission Line Project
 - Impact to Great River Road (MN and WI)
 - Project Schedule/Public Hearings
- IV. Regional Commissioner Election
- V. Updates/Ideas/Input from the Group
- VI. Adjourn

MN-MRPC Organization Work Group Meeting
March 30, 2011 • 1:00 – 3:00 p.m.
Notes

Attendance: Karl Samp, Carol Zoff, Chris Miller

Commission Appointments

All Commission members are up for appointment/election, in keeping with the recent pattern of four year terms.

House/Senate members: House appointments have been made by the Speaker of the House. MN-MRPC members are Rep. Sheldon Johnson and Rep. Branden Petersen. Senate appointments are still pending. Current members are Sen. Dave Senjem and Sen. Sandy Pappas. Election of MN-MRPC officers was tabled at the last quarterly meeting and will be rescheduled for May. If recent practice is followed, the chair position would be filled by a Senator.

State agency members: Letters will be sent to state agencies requesting re-appointments/new appointments to the MN-MRPC, unless an appointment has recently occurred. Explore Minnesota Tourism is in the process of considering potential appointees and Karl offered to check on status.

Regional members: Regional members are elected by citizen committees. A series of meetings will need to be planned and convened, as noted below. Current regional members will be asked if they'd like to run for re-election, and an invitation for nominations/applications will also be sent out to the regions. Application forms and position descriptions are on file from the 2007 elections and can be used as reference.

Regional Citizen Committee Meetings

Content for regional citizen committee meetings was discussed. Commissioner elections will be on the agendas. Other possible agenda sections/topics were identified including the Great River Road Corridor Management Plan; reports on recent activities in the region; updates and future plans from the MN-MRPC. Future workshops on Google Mapping for GRR communities were also suggested. Chris will update the committee lists used in the past and then forward to work group members for review and revision. Possible dates will then need to be confirmed with Regional Commissioners and meeting locations secured.

Plan for the regional meetings:

Agenda – 1) Welcome and introduction by current Regional Commissioner including overview of what's been going on in the region and sharing of updates by those in attendance; 2) CMP – review and highlights of existing plan, discussion on what a new plan might include; 3) Future plans of the MN-MRPC including possible Google Mapping workshops and social media presence; 4) Election of Regional Commissioner.

MN-MRPC Representation – Regional Commissioner, 1 – 2 other MN-MRPC members (part of role will be to facilitate election), Carol Zoff and Chris Miller

Possible Schedule/Locations – Meetings would be approximately 2 hours in length and held in late June. Dates and locations were discussed and recommended as follows: Week one (June 20 – 21 or 21 – 22), on day one, afternoon meeting of Headwaters/Northwoods Region Committee in Bemidji or Cass Lake areas (possibly Chippewa National Forest Headquarters). On day two, meeting of Crossings Region Committee in Crosby or Aitkin from approx. 9:00 – 11:00, followed by afternoon meeting of Scenic Region Committee in St. Cloud. Week two (June 27, 28 or 29), a morning meeting of the Metro Region Committee followed by an afternoon meeting of the Bluffs Region Committee in the Lake City area.

Google Maps & Social Media Ideas

The group discussed holding a series of Google Map workshop or webinars for our regional stakeholders. Karl described a session he attended, organized through U of M Extension Services. Each person chose a certain number of assets and mapped them at the workshop, and then also could share with others to map more locations later. Cost to Extension Service was a few hundred dollars to run the session. Sources of funding would need to be investigated to cover costs of the workshops including Extension Service, space rental, etc. Importance of developing a presence on social media was also discussed. A "Regional Commissioners Blog" was suggested. Regional Commissioners could request info from their stakeholders and then promote events in the region and/or highlight interesting topics.

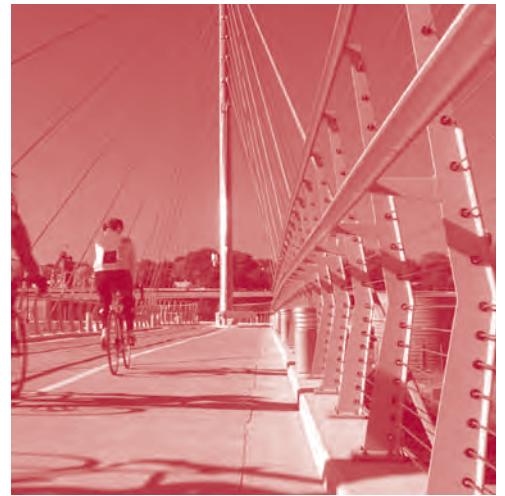
Development of New Corridor Management Plan

Options for development of a new CMP were discussed. Input could be gathered and partners identified as part of the regional citizen committee meetings. Local/regional groups already working on river planning initiatives, such as Brainerd and St. Cloud, would be included. A general framework could then be developed in order to seek funding, whether through National Scenic Byways, or other sources.

General Business & Updates

- Karl gave a report on the recent National MRPC ERA Committee Conference Call and an inventory of ag tourism sites requested from each state. Planning will begin soon for the 75th anniversary celebration of the MRPC, to be held up and down the river in 2013. Carol shared information from the National MRPC Transportation Committee including updated online maps of the Mississippi River Trail (MRT) which could serve as a model for online mapping of agri tourism sites.
- We have roughly 2,500 MN-MRPC organization brochures in storage. Distribution was discussed. Packets will be prepared for all Commissioners to take at the next quarterly meeting, and copies will also be handed out at regional citizen committee meetings.
- Carol suggested a new work group structure for the Commission, more clearly aligned with the mission. Groups would center on "preserve," "promote, and "enhance," along with organization. This idea will be considered as part of an updated CMP.
- The group discussed current status of legislation and funding. Karl and Carol suggested a letter of appreciation to the Legislative Coordinating Commission, recognizing their efforts on behalf of the MN-MRPC.
- The current work group plan was reviewed.
- Next meeting or conference call: To be determined

Registration Information



2011 National Scenic Byways Conference

Minneapolis, Minnesota
August 21-24, 2011



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NATIONAL SCENIC BYWAYS CONFERENCE MINNESOTA 2011

BIG Learning & Networking OPPORTUNITIES

Livability • Sustainability • Responsibility

Plan now to attend the 2011 National Scenic Byways Conference, and learn more about byway development, sustainability and livability—all part of responsible planning practices for America's Byways®.

The conference learning approach features your choice of

four interactive formats:

- **Classroom Workshops** – learning presented in the classroom
- **Field Workshops** – experiential learning on local byways
- **Roundtable Sessions** – informal presentation of an idea with face-to-face exchange
- **Luncheons** – exciting luncheon presentations from national experts

Register early for your classroom and field workshop selections, before they fill.

Share your BIG IDEAS in an all-new way, and enjoy peer-to-peer networking opportunities throughout the conference, too. We've designated times to visit with exhibitors and learn best practices with the new 2011 Scenic Byway Award winners. And, don't miss educational workshop tours hosted by byways from the Minnesota Scenic Byways Program prior to the conference.

Special this year, the National Scenic Byway Foundation is organizing several off-conference events!

We're excited to have such huge hospitality! Please check the National Scenic Byway Foundation website for information and updates: www.nsbfoundation.com.

Keynote Speaker:

Gerard Baker

Former Assistant Director, American Indian Relations, National Park Service

Gerard Baker, a Mandan-Hidatsa tribe member, helped to introduce authentic Native American perspectives in interpretive programming at several nationally designated parks and heritage sites during his award-winning career. Hear how byways can embrace the vast diversity of cultural traditions in America and help share the stories of our national heritage.

Registration is easy!

Use your credit card and **save \$100 with early registration** at www.BywaysResourceCenter.org.

A BIG thank you to our early sponsors and exhibitors!

2011 Conference Sponsors

- ☆ USDA Forest Service
- ☆ USDI Bureau of Indian Affairs
- ☆ American Road Magazine

2011 Conference Exhibitors

- ☆ BarZ Adventures, Inc.
- ☆ BEST-EXhibits
- ☆ TranSystems
- ☆ Kimley-Horn and Associates, Inc.
- ☆ Sail Forth Productions

2011 Byway Sponsors

Big news for 2011! We've created a terrific opportunity for byways to have a special space for exhibiting and sharing their programs and success. Early byway sponsors include:

- ☆ North Dakota Scenic Byways and Backways
- ☆ Great River Road – Mississippi River Parkway Commission of Minnesota
- ☆ Woodward Avenue Action Association
- ☆ Schoodic National Scenic Byway

To see your byway listed, please review the conference webpage at www.bywaysresourcecenter.org for sponsorship opportunities or contact Michelle Johnson at mjohnson@byways.org.

Sponsorship & Exhibitor Opportunities Still Available!

Contact Michelle Johnson at
mjohnson@byways.org or
call 218-625-3305.

Conference Highlights

Minnesota Byway Experiences – Pre-Conference Workshop Tours

Hosted by Byways in the Minnesota Scenic Byways Program

Join your byway peers in Minnesota for pre-conference educational workshops! Enjoy Minnesota's rich scenic byways while gaining valuable insights and experiences to apply to your byway work at home. See pages 4-5 for workshop details. *Optional event; additional cost.*

Registration required. Registration deadline is July 13. Sessions may be cancelled if registration numbers are not met; notification and full registration fees for cancelled pre-conference workshops will be refunded by July 29, 2011.

Exhibitors MarketPlace And Welcome Reception

(Sunday, 6:00 p.m.)

What's new for byways? What works well? Who's got it? Hear from exhibitors as they share information about byway-related products and services in our first-ever Marketplace Welcome Reception on Sunday evening. Our commercial vendors are featured exclusively at the Welcome Reception, which is sponsored by exhibit booth fees paid by commercial enterprises and organizations without Federal affiliations. Food and cash bar.

2011 Scenic Byway Awards Presentation And Awards Dinner

(Wednesday, 6:00 p.m.)

The America's Byways Resource Center, Federal Highway Administration, and the American Association of State Highway and Transportation Officials (AASHTO) will honor the 2011 Scenic Byway Award winners for outstanding byway projects and leadership at an evening awards dinner in the Grand Portage Ballroom. Meet the award winners at special workshop sessions on Wednesday afternoon before the dinner. *Business/cocktail attire suggested (jacket and neckties for gentlemen; suits/cocktail dresses for ladies).*

Special Breakfast Meetings

(Tuesday, 7:00 a.m.)

This is an opportunity for groups to have peer-to-peer discussions about relevant issues. Each group is responsible for its agenda.

☆ **Federal Land Managers**

☆ **State Byway Coordinators, Tribal Byway Coordinators and FHWA Division Staff**

☆ **Byway Leaders**

Livable Communities And The Future Of The National Scenic Byways Program

(Wednesday, 7:30 a.m.)

FHWA will lead a discussion on how surface transportation reauthorization legislation may affect the future of the Program, especially in the context of fostering livable communities—places where coordinated transportation, housing and commercial development gives people access to affordable and environmentally sustainable transportation. The Administration's surface transportation proposal, as well as current proposals within Congress, will be highlighted.

Exhibitor opportunities still available!

Contact Michelle Johnson at

mjohnson@byways.org or call 218-625-3305.

Conference Orientation

(Sunday, 3:00 p.m. and 5:00 p.m.)

Whether you are a first-time National Scenic Byways Conference attendee or a seasoned veteran of the conference, this session will be worthwhile. Learn all the conference has to offer, meet staff from the America's Byways Resource Center and Federal Highway Administration, and take advantage of the opportunity to network with your peers.

Schedule Highlights

Friday, August 19 to Sunday, August 21, 2011

Pre-conference workshop tours hosted by Byways in the Minnesota Scenic Byways Program (optional; additional cost). *See pages 4-5.*

Sunday, August 21

10:00 a.m. – 6:30 p.m. Registration
12:00 a.m. – 4:00 p.m. Exhibitor Move-in
3:00 p.m. – 4:00 p.m. Conference Orientation
4:00 p.m. – 6:00 p.m. Exhibitor MarketPlace Opens
5:00 p.m. – 6:00 p.m. Conference Orientation (repeat)
6:00 p.m. – 9:00 p.m. Exhibitor MarketPlace Welcome Reception

Monday, August 22

6:00 a.m. – 4:30 p.m. Registration
7:00 a.m. – 4:30 p.m. Exhibitor MarketPlace
7:00 a.m. – 8:30 a.m. Breakfast
7:30 a.m. – 8:15 a.m. Opening General Session
8:30 a.m. – 9:30 a.m. Session A: Classroom and Field Workshops
9:30 a.m. – 10:30 a.m. Exhibitor MarketPlace and Morning Break
10:30 a.m. – 11:30 a.m. Session B: Classroom and Field Workshops
11:45 a.m. – 1:15 p.m. Keynote Luncheon
1:30 p.m. – 2:30 p.m. Session C: Classroom and Field Workshops
2:30 p.m. – 3:30 p.m. Exhibitor MarketPlace and Afternoon Break
3:30 p.m. – 4:30 p.m. Session D: Classroom and Field Workshops
4:30 p.m. – 6:00 p.m. Exhibitor Tear-down

Tuesday, August 23

6:30 a.m. – 4:30 p.m. Registration
6:30 a.m. – 8:30 a.m. Sponsor Setup
7:00 a.m. – 8:15 a.m. Special Breakfast Meetings for Federal Land Managers; State and Tribal Byway Coordinators and FHWA Division Staff; and America's Byway Leaders
8:30 a.m. – 9:30 a.m. Session E: Classroom and Field Workshops
9:45 a.m. – 10:45 a.m. Session F: Classroom and Field Workshops
11:00 a.m. – 12:00 p.m. Roundtable Sessions
12:00 p.m. – 1:30 p.m. Luncheon
1:45 p.m. – 2:45 p.m. Session G: Classroom and Field Workshops
3:00 p.m. – 4:30 p.m. Session H: Advanced Classroom Sessions and Field Workshops

Wednesday, August 24

7:00 a.m. – 4:30 p.m. Registration
7:00 a.m. Breakfast
7:30 a.m. – 8:30 a.m. General Session: Livable Communities and the Future of the National Scenic Byways Program
8:30 a.m. – 9:30 a.m. Session J: Classroom and Field Workshops
9:45 a.m. – 10:45 a.m. Session K: Classroom and Field Workshops
11:00 a.m. – 12:00 Roundtable Sessions
12:00 p.m. – 1:30 p.m. Luncheon
1:45 p.m. – 2:45 p.m. 2011 Scenic Byway Award Winners' Classroom Sessions
3:00 p.m. – 4:30 p.m. Session L: Advanced Classroom Sessions and Field Workshops
6:00 p.m. – 9:00 p.m. 2011 Scenic Byway Awards Presentation and Dinner
(requires special ticket)

Special
Invitation

Minnesota Byway Experiences

– Pre-Conference Workshop Tours

Hosted by Byways in the Minnesota Scenic Byways Program

**Registration
Deadline is
July 13, 2011!**

**Limited
Space –
Register
Early!**

Enhance your byway knowledge as you explore Minnesota's rich history, culture and scenic beauty. Arrive prior to the conference to enjoy these exceptional peer-to-peer workshop tours. Because America's Byways Resource Center is focused on the main conference, we are not planning, hosting or sponsoring these pre-conference events. *Contact your Minnesota hosts for details; please note that additional costs may apply.*

Registration required. Registration deadline is July 13. Sessions may be cancelled if registration numbers are not met; notification and full registration fees for cancelled pre-conference workshops will be refunded by July 29, 2011.

Biking The Grand Rounds

Hosted by the Minneapolis Parks and Recreation Department, Grand Rounds National Scenic Byway

Departure: 9:00 a.m., Sunday, August 21
Minneapolis Marriott City Center

Return: 4:00 p.m., Sunday, August 21
Minneapolis Marriott City Center

Join us as we bike a portion of the Grand Rounds Byway. Enjoy a personal tour of the historic Mill Ruins Park and the St. Anthony Falls Milling District, where the City of Minneapolis began. Discover one of the seven districts of the Byway—the Mississippi River District, and marvel at the natural beauty of the Mississippi River and see how it defines the edge of the city. Then we'll bike to Minnehaha Falls Park, one of the most popular and historic places in the region.



Photo courtesy of Minneapolis Park and Recreation Board.

This tour features lessons learned about the history and evolution of parkway and trail development, best practices in wayshowing, the challenges and successes in byway operation and management and techniques to address public safety issues.

Physical Activity/Terrain: Participants should be able to bike 15 to 20 miles. The route is relatively flat with a few small uphill segments.

Contact: Jennifer Ringold, 612-230-6464 or jringold@minneapolis-parks.org

Cost: \$45 (includes tour, bike, helmet, lunch and refreshments)

Special Reminder: Participants will be supplied with a bike and helmet. Dress appropriately for biking. Wear tennis or comfortable shoes.

Tour is limited to 30 participants and may be cancelled if fewer than 10 people sign up.

Adventures From The Glacier's Edge

Hosted by Southeastern Minnesota's Historic Bluff Country National Scenic Byway

Departure: 10:00 a.m., Friday, August 19
Minneapolis Marriott City Center

Return: 4:00 p.m., Sunday, August 21
Minneapolis Marriott City Center

Take a break from the freeway and drift onto Minnesota Highway 16, the Historic Bluff Country National Scenic Byway!

- 88 miles of rolling hills, river valleys, grasslands, bluffs and forests
- 88 miles of scenic rural beauty that runs parallel to two State parks and through 12 quaint Minnesota towns
- 88 miles of amazing landscape

This area of Minnesota was virtually untouched by glaciers, leaving rock structures and formations not seen anywhere else in the State. Most of the landscape was created by moving water both above and below ground, leaving behind bluffs and sinkholes. As you travel through Historic Bluff Country, you find adventures and attractions around every curve. There's something to do, see and enjoy in every town along the byway.



Photo courtesy of Southeastern Minnesota Historic Bluff Country, Inc.

Day one includes stops at the Houston Nature Center (meet Alice the Owl), Preston Apple and Berry Farm, Scenic Valley Winery, Lanesboro Lookout, Whalan Pie Shop, Peterson Museum, Norsland Lefse, and LaCrescent (Apple Capital of Minnesota).

Day two: Enjoy the byway and the Root River by bike or canoe in the morning. Afternoon activities include a tour of the Old Order Amish Community (fresh-baked bread and pies, hand-sewn quilts, jams and jellies). After dinner, enjoy the performance of *Little Shop of Horrors* at the Commonwealth Theatre in Lanesboro.

Day three includes a tour of the National Trout Learning Center with a fishing guide to teach the basics of trout fishing along the Root River in Preston.

Physical Activity/Terrain: Light walking, bike riding on paved trails and canoeing/kayaking.

Contact: Kristina Nolte, 800-428-2030 or hbc@harmonytel.net

Cost: \$350 (includes transportation, lodging and all meals)

Lodging Option One: Cedar Valley Resort and Outfitters (east of Lanesboro on the Byway). All cabins have queen beds, twin beds and futons. Guests may be required to share a room to accommodate all participants.

Lodging Option Two: The Amish Country Bed and Breakfast located in Canton offers an opportunity to live as the Amish without the conveniences of the modern world. Accommodations are limited (six queen beds and two twin beds).

Special Reminder: Dress in comfortable clothing and shoes for outdoor activities.

Tour is limited to 20 participants and may be cancelled if fewer than 15 people sign up.

Note: Lodging preferences should be given at time of reservation (choose either Cedar Valley Resort and Outfitters or The Amish Country Bed and Breakfast).

Adventure On The Minnesota River

Hosted by the Minnesota River National Scenic Byway Alliance

Departure: 8:00 a.m., Saturday, August 20
Minneapolis Marriott City Center

Return: 4:30 p.m., Sunday, August 21
Minneapolis Marriott City Center



The historic limestone buildings in Ottawa. Photo courtesy of New Ulm CVB.



The Harkin Store brings history alive. Photo courtesy of New Ulm CVB.

Join byway leaders and discover a wonderful portion of the Minnesota River Valley National Scenic Byway on this escorted two-day, overnight tour. Travel the eastern section of the 287-mile byway, seeing highlights that include the byway's three themes: Food for a Nation, A River's Legacy and Struggles for a Home.

The role of agriculture, natural beauty, and the European settlers and American Indian legacies will be featured.

The overnight entertainment in the very Germanic city of New Ulm will include a famed men's choral group accompanied by masked characters that will have you dancing in the aisles!

You will be escorted by a member of the Byway Alliance who will give you first-hand information on how the byway group came into being, the organizing challenges encountered and the byway's long-range plans.

Beauty, history, professional insights – and FUN await you on this two-day adventure!

Physical Activity/Terrain: Light walking and optional dancing.

Contact: Terry Sveine, 888-463-9856 or
tsveine@newulmtel.net

Cost: \$252 (includes transportation, lodging and all meals)

Lodging: Holiday Inn New Ulm

Special Reminder: Dress in comfortable clothing and shoes for outdoor activities.

Tour is limited to 46 participants and may be cancelled if fewer than 20 people register.



Minneopa Falls will entice you to stay! Photo courtesy of New Ulm CVB.

Experience The North Shore All-American Road

Hosted by Visit Duluth

Departure: 7:00 a.m., Friday, August 19
Minneapolis Marriott City Center

Return: 4:00 p.m., Saturday, August 20
Minneapolis Marriott City Center

Enjoy an action-packed tour of Duluth, the gateway to the North Shore! Stops include lunch (on own) and free time in Canal Park, a tour of the St. Louis County Heritage & Arts Center (also known as The Depot), and a program and tour at



Glesheen Mansion. Photo courtesy of Visit Duluth/Seaquest Production.



Split Rock Lighthouse. Photo by A. E. Crane.

the Lake Superior Maritime Visitor Center to learn the secrets of the big lake we call Gitchie Gumee. Dinner is aboard the Vista Star, as you experience Lake Superior and the Duluth-Superior harbor. After breakfast, travel north "up the shore" to popular historic and scenic stops at Split Rock Lighthouse and State Park and Gooseberry Falls State Park. If you have time while you are in Duluth, please stop in and visit the Resource Center.

Physical Activity/Terrain: Easy walking. Wear comfortable shoes and bring a light jacket for the dinner cruise.

Contact: Mary Nelson, 218-625-8102/800-438-5884, x102 or
mnelson@visitduluth.com

Cost: \$350 (includes transportation, lodging, city tour, dinner cruise and Saturday lunch, plus included attractions); optional tour of Glesheen Mansion is \$15 per person

Lodging: Radisson Hotel Duluth Harborview

Special Reminder: This tour returns to the Minneapolis Marriott City Center on Saturday evening.

Tour is limited to 30 people.



Aerial Lift Bridge. Photo courtesy of Visit Duluth/Seaquest Production.

Building Tools: Learning

Field workshops run concurrent with classroom workshops. Check departure and arrival times carefully to plan your conference learning experience.

★ = sessions for State and Tribal byway coordinators

Sessions are focused on at least one of the **four Core Learning Areas:**

- **Finances**
- **Byway Organization**
- **Corridor Management**
- **Visitor Experience**

MONDAY, AUGUST 22

Session A

Monday, 8:30 a.m. – 9:30 a.m.

A1: INTERPRETATION THROUGH ORAL HISTORY

Speakers: Charles Phillips, Jr., Brockington and Associates; Kristen Stallman, Oregon Department of Transportation

■ **Core Learning Area:** Visitor Experience

Take a close look at two successful oral history projects: The *Fabric of Life* project with long-term residents of the A1A National Scenic Byway in St. Johns County, Florida and *The Historic Columbia River Highway Oral History Project* (Oregon), which features the stories from people who lived along the highway, built sections of it and helped to preserve its history. Learn how these projects enhance interpretation, encourage preservation and use history to shape the future.

A2: YOUR RESOURCE CENTER: HERE TO HELP!

Speakers: America's Byways Resource Center Staff

■ **Core Learning Areas:** Visitor Experience, Corridor Management, Finance, Byway Organization

Learn about the many resources that are available to byways through America's Byways Resource Center for training and technical assistance in all four of the Core Learning Areas. Even if you've been with the National Scenic Byways Program for a long time, you'll discover interesting, helpful and applicable information at this session.

A3: KEY SURVIVAL STRATEGIES: THE ONLINE SURVIVAL TOOLKIT

Speaker: Sally Pearce, National Scenic Byway Foundation

■ **Core Learning Area:** Byway Organization

The National Trust for Historic Preservation offers a new online survival toolkit at www.preservationnation.org/survival-toolkit, which includes highly informative scenic byway case studies. See how eleven key survival strategies outlined in the toolkit are used to ensure the success and sustainability of byway organizations.

A4: BYWAYS BY BUS AND RAIL

Speakers: James Fisher, Hancock County Planning Commission; Heather Carmona, Woodward Avenue Action Association

■ **Core Learning Area:** Corridor Management

Transit systems can provide byway visitors with alternative ways to travel, learn and experience America while leaving their cars behind. Review byway success stories from rural Bar Harbor to urban Detroit and discuss ways America's Byways can implement transit systems and build a more diverse, accessible and sustainable future.

A5: COMPELLING SELF-GUIDED TOURS

Speakers: Eric Hamilton, Mohawk Towpath Scenic Byway Coalition, Inc.; Deb Schutt, Woodward Avenue All-American Road

■ **Core Learning Area:** Visitor Experience

All of America's Byways face the question, "How do we take the visitor's interest to the next level?" From downloadable black-and-white walking and biking tours to a full-color glossy "Discovery Guide," the Mohawk Towpath Byway (New York) has tried several approaches. Hear about lessons learned in collecting information and encouraging self-guided tours.

A6: STRATEGIC PLANNING FOR STATE PROGRAMS: LESSONS LEARNED FROM MARYLAND AND WASHINGTON ★

Speakers: Terry Maxwell, Maryland State Highway Administration; Ed Spilker, Washington State Department of Transportation

■ **Core Learning Areas:** Byway Organization, Corridor Management

Strategic planning helps build sustainable byway organizations and programs by answering key questions: *Where are we today? Where do we want to be? How do we get there? How will we know if we are succeeding?* Learn from the strategic planning efforts for the State scenic byway programs in Maryland and Washington, and examine the processes and tools, including various technologies and research, used to help these States determine how to best allocate resources along byways and measure performance.





Experiences

Session B

Monday, 10:30 a.m. – 11:30 a.m.

B1: DEALING WITH CONSTRUCTION IN PARADISE

Speaker: Anne Krieg, Acadia Byway

■ **Core Learning Area:** Corridor Management

The Acadia All-American Road transports visitors through one of Maine's most celebrated and visited regions, but there is trouble ahead. A five-mile segment characterized by stunning scenic areas, a dense web of historic properties, tight geological constraints, and an engaged public and business community is straining under heavy use, antiquated design and physical deterioration. Trace the popular byway's innovative planning process, which employed context-sensitive solutions, for planning major road reconstruction under challenging conditions.

B2: SOCIAL MEDIA FOR BYWAYS

Speaker: Byway Panel

■ **Core Learning Area:** Visitor Experience

Do you know how to Twitter or post on Facebook? Do you have personal accounts, but don't know how to apply social media apps to your byway? Should you? This session provides an introduction to social media and focuses on effectively combining social media to get your message out to attract new and repeat visitors to your byway, and to strengthen partnerships by helping partners see themselves as a part of a destination.

B3: DEVELOPING PARTNERSHIPS WITH FEDERAL LAND MANAGEMENT AGENCIES

Speaker: Tamara Wilton, USDA Forest Service

■ **Core Learning Area:** Corridor Management

Consider the advantages and opportunities of partnering with the various Federal Land Management agencies, such as USDA Forest Service, National Park Service, Bureau of Land Management and U.S. Fish and Wildlife Service. Discuss examples of successful partnership projects and learn how to form a partnership agreement. Byway organizations, local communities, tribes, and county, State, and Federal agencies will leave with useful insights.

B4: TELLING THE BYWAY STORY THROUGH INTERACTIVE ORAL HISTORIES

Speaker: Amy Potts, Preservation Kentucky

■ **Core Learning Area:** Visitor Experience

Learn how the Web-based oral history project, *Rural Traditions along the Lincoln Heritage Highway*, was developed and implemented as part of the byway's interpretive component. Hear about collaborative partnerships with various organizations, funding resources and interactive methods to share this information not only with the traveling public, but also with those who live along the byway to support and market heritage tourism.

B5: INTERPRETIVE TOOLS AND TECHNIQUES OF THE NATIONAL HERITAGE AREA PROGRAM

Speakers: Jeffrey L. Bruce, Jeffrey L. Bruce & Company, LLC; Deborah Divine, The Leadership Firm

■ **Core Learning Area:** Visitor Experience

Originally founded along the eastern seaboard, National Heritage Areas are now being planned in the Midwest and mountain west. Focusing on the Freedom's Frontier National Heritage Area (Kansas and Missouri) and the Ozarks National Heritage Area, explore how a new generation of Heritage Areas is developing interwoven interpretive themes to engage visitors and residents. Learn from their experiences and discuss how byways can weave together ecological and historic stories for richer interpretation via new media, such as podcasts, guide maps and school curricula.

B6: GIS DEVELOPMENT AND IOWA'S BYWAYS ☆

Speaker: Deneb Woods, Northeast Iowa RC&D

■ **Core Learning Area:** Corridor Management

The Iowa's Byways Sustainability Program is a unique partnership among the Iowa Department of Transportation, the Resource Conservation and Development (RC&D) Councils of Iowa and the individual byway boards, which is implementing a statewide effort to create detailed geographic information system (GIS) inventories of intrinsic quality and visitor amenity locations along Iowa byways. Learn how volunteers use global positioning system (GPS) units to upload information to a GIS database and contribute to this collaborative project.

Session A/B Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 1: BYWAY WAYSHOWING 8:30 A.M. - 10:30 A.M. (repeat, Session J/K)

Speaker: David Dahlquist, David L. Dahlquist Associates

■ **Core Learning Area:** Visitor Experience, Corridor Management

Travel via the light-rail system to Minnehaha Park and walk to one of the nearby lock-and-dam sites, and experience how the Grand Rounds National Scenic Byway (one of 8 byways designated in Minnesota as America's Byways) uses wayshowing along the byway. Hear about the working relationship between the byway and the City of Minneapolis Park Board, and learn how this partnership has produced effective wayshowing and interpretation to help guide visitors to attractions and stopping points along the corridor.

FIELD WORKSHOP 2: BYWAY VISITOR CENTER PLANNING 8:30 A.M. - 11:30 A.M.

Speakers: Margaret Smith, Great River Road Learning Center; Bill Blair, Schaar's Bluff Gathering Center; Beth Landahl, Schaar's Bluff Gathering Center

■ **Core Learning Areas:** Corridor Management, Visitor Experience, Finance

How can a byway visitor center effectively enhance the byway visitor's experience? Tour two visitor centers along the Great River Road National Scenic Byway to investigate the ways interpretation at these centers is used to educate the visitor and promote the region. Learn about operational challenges and how these centers are funded and maintained, and gain insights to partnerships in delivering the visitor experience.

Session C

Monday, 1:30 p.m. – 2:30 p.m.

C1: IMPLEMENTING A PRESERVATION PLAN

Speakers: Charlotte Bumgarner, Gold Belt Tour Scenic Byway; Scott Campbell, Palmer Land Trust

■ Core Learning Area: Corridor Management

Learn how one byway effectively used grant funding to develop a preservation plan. The plan combined GIS analysis, open houses and surveys to create a map that prioritized lands. This session also highlights how the byway and its partners leveraged thousands of dollars via the preservation plan toward easements and other preservation efforts along the byway corridor, valued at nearly \$2 million in other funding.

C2: EFFECTIVE PARTNERSHIP DEVELOPMENT

Speaker: Heather Carmona, Woodward Avenue Action Association

■ Core Learning Area: Corridor Management

Discover how your byway can replicate the process of partnership cultivation and engagement developed by Woodward Avenue All-American Road and proven in three of its unique and highly successful projects: 1,600+ new Facebook subscribers and new corporate partners; installation of a Woodward Tribute interpretive marker and a \$10,000 contribution from an unlikely source; and a \$450,000 pedestrian crosswalk and beautification project leveraged from a small investment of byway funds for a safety project.

C3: PHOTOGRAPHING YOUR BYWAY

Speakers: Ken West, Ioscapes; Shelly Brenneman, Pathfinders RC&D

■ Core Learning Area: Visitor Experience

Compelling photographs draw visitors to the byway and remind decision makers (including voters) of the value of their byways, in turn, helping to generate the resources to sustain a byway. In this presentation, Ken West, professional photographer and instructor, shares basic photography techniques along with tips and special considerations for photographing byway subjects, landscapes, sites and events. Ken will also explain how to prepare digital photo files for use on a website or social media sites such as Facebook.

C4: HOW TO REDUCE DISTRACTIONS FOR DRIVERS

Speaker: TBD

■ Core Learning Area: Visitor Experience

On a personal level, many of us may have already made the decision not to TEXT n DRV, but how do byways share information with visitors that doesn't add to the distractions? Learn to identify existing driver distractions and share tips and ideas for reducing distractions.

C5: DEVELOPMENT OF A GEOCACHING PROGRAM (repeat, K6)

Speaker: Teresa Mitchell, Great Lakes Seaway Trail

■ Core Learning Area: Visitor Experience

Attract more visitors with geocaching, a popular and engaging GPS-based scavenger-hunt-style activity. Great Lakes Seaway Trail will demonstrate how it developed a measureable and successful geocaching activity and share tips for adapting the process to your byway. Find out about best practices for cache identity, locations for hiding cache, coin design, log book content, sponsorship support, low-cost exposure opportunities, and how to develop surveys to collect information that provides clear economic impact data for the byway community.

C6: WHAT CAN GIS DO FOR YOUR BYWAY PROGRAM? ☆

Speaker: Ed Spilker, Washington State Department of Transportation

■ Core Learning Area: Corridor Management

GIS is a powerful tool to help byways plan for and implement targeted resource stewardship along scenic byways. As part of the State Scenic and Recreational Highways Strategic Plan, the Washington State Department of Transportation developed the GIS-based Resource Planning Index to identify locations with the greatest potential to protect preserve and enhance resources related to the State scenic system. Learn about the tool and how it can assist in protecting, preserving and enhancing your byway resources.

Session D

Monday, 3:30 p.m. – 4:30 p.m.

D1: GRANT WRITING FOR BYWAYS (repeat, K4)

Speaker: Gary Jensen, Federal Highway Administration

■ Core Learning Area: Finance

See how grant applications look from the reviewer's side of the desk and find out how to polish your grant writing for greater success. Discover the finer points of grant writing, including general trends and commonly made mistakes from byway grant submissions in FY 2009 and 2010, what grant reviewers look for to distinguish good applications from less successful ones, "red flag" words to avoid that may render your application ineligible, and additional resources available to you to help you prepare good applications.

D2: TAKE THE JOURNEY! DEVELOPING BROAD PARTNERSHIPS AROUND A COMMON VISION

Speakers: Cate Magennis-Wyatt, Journey Through Hallowed Ground National Scenic Byway; Terry Maxwell, Maryland State Highway Administration; Erica Jeter, Virginia Byways Program; Jackie Koons-Felton, Pennsylvania Department of Transportation; Jim Klein, Lardner/Klein Landscape Architects

■ Core Learning Area: Corridor Management

Explore how the Journey Through Hallowed Ground Partnership became a successful collaboration of over 350 public and private organizations dedicated to raising awareness and encouraging visitors to appreciate, respect and experience the rich cultural landscape along the 180-mile corridor between Pennsylvania and Virginia. Learn about developing an award-winning corridor management plan and creating synergy among multiple partners to implement a common vision.

D3: SO YOU'RE A DESIGNATED BYWAY! NOW WHAT? (repeat, J3)

Speaker: Deborah Divine, The Leadership Firm

■ Core Learning Area: Byway Organization

Designation is only the beginning, not the end, of the byway community and byway committee's work. Discuss the strategic elements critical to long-term success of a byway organization and learn ways to keep excitement and enthusiasm running high by engaging the community, maintaining public awareness, developing the right strategies, celebrating accomplishments, preventing burnout, nurturing partnerships and developing a succession plan.

D4: SYNERGIES FOR RESOURCE PROTECTION: WORKING WITH VOLUNTEERS

Speaker: Sallie O'Hara, Friends of A1A Scenic and Historic Coastal Byway

■ **Core Learning Area:** Corridor Management

A1A Scenic and Historic Coastal Byway spans 72-miles in two counties and five cities and towns with split regulatory districts from transportation, environmental protection and waterway agencies. In this session, Friends of A1A shares steps taken and lessons learned during efforts to engage partners, create a strategic plan, host a scenic conservation workshop, define resource protection strategies, and deploy active work projects such as invasive plant removal, wildflower plantings and corridor cleanups. Leave with ideas for connecting to community leaders and welcoming volunteers.

D5: THE MISSISSIPPI RIVER TRAIL BICYCLE ROUTE: LESSONS LEARNED

Speaker: Liz Walton, Minnesota Department of Transportation

■ **Core Learning Area:** Corridor Management

As one of the 10 river States comprising the Mississippi River's Great River Road, Minnesota undertook an extensive two-year collaborative planning and implementation effort to fully map and promote its 800 miles of the world-class bike route. Discuss ways to capitalize on the increasing interest in nonmotorized travel based on the MN/DOT experience, and explore the potential economic impact of bicycling for your area.

D6: APPLYING LESSONS LEARNED: EMERGING STATE AND TRIBAL BYWAY PROGRAMS ☆

Speakers: David Zevenbergen, Hawaii Department of Transportation; Joseph James, Yurok Tribe

■ **Core Learning Area:** Byway Organization

In a resource-scarce environment, State and Tribal byway programs have developed new approaches to benefit from existing resources, tools and best practices. Learn how Hawaii's State program and the Yurok Tribe program built momentum in a down economy by incorporating modern technology and stakeholder input. Discuss how maintaining a "community of practice" among Federal, State and local organizations can also help gain efficiencies.

Session C/D Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 3: CREATING AND MAINTAINING EXHIBITS 1:30 P.M. – 4:30 P.M.

Speakers: Representatives from the Minnesota Historical Society and the Minnesota Science Museum

■ **Core Learning Areas:** Visitor Experience, Finance

The Twin Cities (named for its two largest cities, Minneapolis and St. Paul) host a network of outstanding museums. This workshop takes participants behind the scenes to demonstrate how exhibits are created and maintained. Talk to experts about ways to enhance the byway visitor's experience through effective exhibits, and hear how successful partnerships have been formed. Sites visited include Mill City Museum and the Minnesota Science Museum.

FIELD WORKSHOP 4: CORRIDOR MANAGEMENT STRATEGIES 1:30 P.M. – 4:30 P.M.

Speaker: Bill Neuman, St. Croix Scenic Byway

■ **Core Learning Areas:** Corridor Management, Visitor Experience, Finance

Travel along the St. Croix Scenic Byway and learn how the byway organization is working to protect the viewshed. The Byway has completed several projects to help preserve its intrinsic qualities, and used land cover mapping technology to put plans in place to improve the vegetation along the corridor. Gain an understanding of how a byway organization has partnered with other organizations and State leaders to effectively address scenic quality issues.

FIELD WORKSHOP 5: RESTORING GREAT RIVER ROAD HISTORIC ROADSIDE PROPERTIES 1:30 P.M. – 5:30 P.M.

Speaker: Carol Zoff, Minnesota Great River Road National Scenic Byway

■ **Core Learning Areas:** Visitor Experience, Finance

Do historic overlooks, markers, gates and walls contribute to your Scenic Byway experience? Are they welcoming, or crumbling around the edges or worse? Learn how the Mississippi River Parkway Commission teamed with the Minnesota Department of Transportation to fund and restore twelve New Deal-era historic roadside properties along the Great River Road National Scenic Byway.

TUESDAY, AUGUST 23

Session E

Tuesday, 8:30 a.m. – 9:30 a.m.

E1: MULTIMEDIA INTERPRETATION: ENHANCING VISITOR EXPERIENCE

Speakers: Wm. Lee Little, BarZ Adventures, Inc.; Anne Klenke, Creole Nature Trail; Cris Collier, Wetlands and Wildlife National Scenic Byway

■ **Core Learning Area:** Visitor Experience

Interactive multimedia interpretation is the wave of the future for creating effective byway visitor experiences. Multiple solutions offer GPS mapping, virtual tours, audio/video capabilities, opportunities for advertising local businesses, and much more—all in the palm of visitors' hands. Learn how two byways have successfully implemented exciting technology to enhance visitor experience and interpretation.

E2: BUILDING A VISITOR EXPERIENCE DATABASE: SEE YOUR BYWAY THROUGH YOUR VISITORS' EYES

Speaker: David Guiney, Interpretive Direction, LLC

■ **Core Learning Area:** Visitor Experience

Byways introduce visitors to outstanding intrinsic qualities and manage opportunities for rewarding visitor experiences. But, because there are so many potential experiences along a byway, how can organizations best facilitate these experiences? Develop a powerful, foundational tool for your byway planning using your computer. Learn how to identify, map and organize experiences within a database, so that you know exactly what you have to offer to travelers, such as exhibits, programs and events. And, your byway organizations will see more clearly what you need to do to optimize those experiences.

E3: ENSURE SUSTAINABILITY: GEOTOURISM BEYOND THE MAP

Speaker: TBD

■ **Core Learning Area:** Visitor Experience

In the northeast and in northern California, several byways and Federal and State land management agencies have partnered with the National Geographic Society in an intriguing geotourism project. Hear about the processes, lessons learned, and the unique approaches used to ensure sustainability "beyond the map," including efforts to collaborate with other geotourism projects in the United States, a marketing strategy, and metrics to measure impacts of the website.

E4: DISCOVERING AND PROMOTING HIDDEN BYWAY TREASURES**Speaker:** Jared Nielsen, Northeast Iowa RC&D**■ Core Learning Area:** Visitor Experience

Discover new ways to identify and promote the hidden cultural, historic and art treasures on your byway. Learn about the process Iowa's byways developed, including how to identify local experts and utilize their knowledge. Adapt this process to help create a unique visitor experience, foster a sense of local ownership and buy-in for your scenic byway, improve the livability of byway communities, and enhance the overall visitor experience for those traveling the byway.

E5: ALTERNATIVE TRANSPORTATION SYSTEMS AND YOUR BYWAY**Speakers:** Jenni West, Paul S. Sarbanes Transit in Parks Technical Assistance Center; Rebecca Gleason, The Western Transportation Institute**■ Core Learning Area:** Corridor Management

Land managers are turning to alternative transportation systems (ATS) to address traffic, pollution, crowding challenges and resource degradation. Learn how byways can benefit by implementing partnerships with other entities. A training program entitled *Alternative Transportation Systems and the Role of Partnerships, Stakeholder Participation, and Public Involvement* will be used in this session along with case studies.

E6: THE IOWA BYWAYS SUSTAINABILITY PROJECT ★**Speaker:** Troy Siefert, Iowa Department of Transportation**■ Core Learning Area:** Byway Organization

Explore how the Iowa Byways Sustainability Project, a collaborative effort between the Iowa DOT and seven Resource Conservation and Development Councils (RC&D), has successfully increased the organizational capacity of byway organizations within the State. By focusing on eight tasks outlined in the Cooperative Agreement with the DOT, you'll see the potential benefits of sharing ideas and information through conference calls and statewide training events, and the positive implications for further development of statewide cooperative projects.

Session F**Tuesday, 9:45 a.m. – 10:45 a.m.****F1: THE OHIO RIVER SCENIC BYWAY: THE VALUE OF PARTNERSHIP AND COLLABORATION****Speakers:** Leslie Townsend, Ohio River Scenic Byway; Claudia Mielke, USDA Forest Service**■ Core Learning Area:** Byway Organization

Achieving national designation in 1996 (Indiana) and 1998 (Illinois and Ohio), the Ohio River Scenic Byway (ORSB) embarked on a successful collaborative grant project that produced common signage, an interpretive plan, a brochure, and a website. Hear about the obstacles the ORSB faced and overcame to develop successful partnerships and work across State lines. Leave with useful insights on how byways can effectively collaborate and form affiliations with organizations, including State and Federal agencies.

F2: LEELANAU SCENIC HERITAGE ROUTE TRAILWAY PROJECT**Speakers:** Patty O'Donnell, Northwest Michigan Council of Governments**■ Core Learning Area:** Corridor Management

The Leelanau Scenic Heritage Route Trailway is a proposed 27-mile, nonmotorized Trailway designed to provide a continuous, safe, accessible and scenic pathway within the Sleeping Bear Dunes National Lakeshore. The project has brought together governments, agencies and organizations interested in enhancing livability and promoting alternative transportation between park sites and communities. Learn about the planning and implementation process, challenges, and activities that have occurred during this major trailway project.

F3: DEFINING YOUR VISITORS AND THEIR EXPECTATIONS**Speakers:** Rebecca Dougherty, Maryland Office of Tourism; Terry Maxwell, Maryland State Highway Administration**■ Core Learning Area:** Visitor Experience

Examine Maryland's two-phase research project that developed insight into leisure travelers' perceptions of byways, top travel motivators, marketing material preferences, and benchmarking for evaluation. The multimedia presentation includes examples of the online survey tool used during the project and video from phase-two focus groups, including reactions to a variety of current byway collateral from other States. Leave with ideas for survey tools and focus group studies to help identify preferences and decision-making patterns among your potential visitors.

F4: MARKET YOUR BYWAY WITH COLLABORATIVE OFFSITE EVENTS**Speakers:** Thomas Wilkie, Valles Caldera Trust; Rob Dixon, Valles Caldera National Preserve**■ Core Learning Area:** Visitor Experience

The Valles Caldera Trust on the Jemez Mountain Trail National Scenic Byway put a new spin on the festival-marketing idea by coordinating its local Elk festival with the long-established Albuquerque Balloon Fiesta, held in a metropolitan area more than 50 miles away and ranking as New Mexico's largest tourism event with some 800,000 visitors each October. Learn how the Valles Caldera Trust worked with the Albuquerque Balloon Fiesta to the benefit of everyone. Your byway can tap low-cost social media marketing and other tools to tie into offsite events and other distant large-scale activities, too!

F5: DISCOVERING FOLK TRADITIONS ALONG A BYWAY: THE HIGHWAY 23 CULTURAL HIGHWAY DRIVING TOUR**Speaker:** Bob Gates, Kentucky Historical Society**■ Core Learning Area:** Corridor Management

The styles of food, music, art, crafts and storytelling unique to a community provide an opportunity for authentic experiences for your visitors and community pride for residents. This presentation shows how a byway in Eastern Kentucky recognized a gem in its own back yard, and used folklife surveys and research to develop a cultural driving tour that shares the story with the world.

F6: SETTING EXPECTATIONS FOR STATE BYWAY PROGRAMS ★**Speakers:** Garry Balogh, Florida Department of Transportation; Kevin Stankiewicz, North Dakota Parks and Recreation Department**■ Core Learning Area:** Visitor Experience

Committing a small amount of time and resources toward building the byway organization's expectations of excellence can result in significant progress toward sustainability. Examine two approaches in this session, including North Dakota's approach to de-designation, including the State's vision and strategies for implementation. You'll also look at the byway accreditation program developed by District Five of the Florida Department of Transportation, which is based on the implementation of 24 best management practices developed for byways.

Session E/F Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 6: INTERPRETING NATIVE-ANGLO HISTORY: CHANGING APPROACHES AND TECHNIQUES 8:30 A.M. – 12:00 P.M.

Speakers: David Grabitske, Minnesota Historical Society; Teresa Martin, Minnesota Department of Transportation; Bill Walker, Three Rivers Park District; Whitney White, Prairie Island Indian Community

■ Core Learning Area: Visitor Experience

Minnesota has a rich thread of American Indian culture, and the Twin Cities has numerous sites significant to American Indians and Minnesota's development as a State. How cultural stories are told and how cultures differ in their storytelling practices has become more significant as the U.S. embraces its cultural diversity. Learn how byway managers can conduct meaningful consultation with Tribes for effective and comprehensive interpretation and story delivery, and gain an appreciation for protecting traditional cultural properties. Visit the 23-acre historic Pilot Knob preserve on the Minnesota River, a sacred site known as Oheyawahi to the Dakota people ("the hill much visited"), and The Landing – Minnesota River Heritage Park, formerly Historic Murphy's Landing, which is an 88-acre living history museum with authentic 19th-century buildings.

FIELD WORKSHOP 7: EVOLUTION OF MOBILE TECHNOLOGY 8:30 A.M. – 11:00 A.M.

Speaker: Minnesota Historical Society Representative

■ Core Learning Areas: Visitor Experience, Corridor Management

Mobile applications are popular along byways and at attractions. See why when you take a mobile tour of historic Ft. Snelling using cell phone technology. After the tour, visit with staff and learn how the technology was developed, how it is maintained and its role in achieving interpretive plan objectives. Project managers will also discuss development of a new mobile broadband tour interpreting the U.S. Dakota Conflict of 1862 along the Minnesota River Valley National Scenic Byway.

Session G Tuesday, 1:45 p.m. – 2:45 p.m.

G1: CRAFTING A WAYSHOWING AND INTERPRETATION PLAN

Speakers: Diane Delaney, Big Bend Scenic Byway; Pam Portwood, Big Bend Scenic Byway; Alexandra Botello, Center for Design and Interpretation

■ Core Learning Area: Visitor Experience

Explore management and operational lessons learned during the one-year process created by the Big Bend Scenic Byway and Center for Design and Interpretation to develop its Wayshowing and Interpretation Plan. The final plan included a new identity and logo, new branding elements, and a color palette that's drawn from nature, a signage plan, numerous media components, kiosks and exhibits. Understand how to acquire "outside" perspectives and build collaborative partnerships to build long-term support.

G2: MAKING CONNECTIONS: PLACE-BASED INTERPRETATION

Speakers: Anne Ketz, 106 Group; Dr. Ruth Hawkins, Arkansas State University

■ Core Learning Area: Visitor Experience

Careful strategic planning for an interpretive visitor experience ensures connections to the mission, vision, people and places along a scenic byway, and provides a meaningful experience more likely to increase stewardship by visitors and stakeholders. Explore a methodology for strategic planning for place-based interpretation for byways. Cases from byways in Minnesota and the Arkansas Delta show how place-based interpretation and an effective public outreach program can lead to stronger, more productive connections.

G3: RED CARPET SERVICE: ONLINE HOSPITALITY TRAINING FOR THE FRONTLINE (repeat K1)

Speaker: Connie Francis, University of Nebraska Rural Initiative

■ Core Learning Area: Visitor Experience

Where does great service begin? Often it starts at the top. In this session, learn about a service delivery model that was originally developed at the Harvard Business School that highlights the pivotal role of the business owner/manager/byway board/training committee in providing service delivery tools and training. The basic format of this training program can be adapted for any scenic byway. Everyone, regardless of age or experience, can learn something new to help improve service delivery!

G4: DISCOVERING IOWA'S ARCHAEOLOGICAL PAST: THE LOESS HILLS CULTURAL RESOURCE STUDY

Speakers: Elizabeth Birkel-Leddy, Golden Hills Resource Conservation and Development; Shirley Frederiksen, Loess Hills Scenic Byway

■ Core Learning Area: Corridor Management

How do you get people excited about archaeology and cultural resources when the vast majority of the resources are underground? Find out how one byway was able to generate public participation and enthusiasm. You'll also learn where to seek sources of funding for a cultural resources study, and the importance of nominating sites to the National Register of Historic Places.

G5: USING THE ECONOMIC IMPACT TOOL: CASE STUDIES FROM AMERICA'S BYWAYS

Speaker: America's Byways Resource Center Staff

■ Core Learning Area: Finance

For years, byways have faced the task of proving their worth to elected leaders and citizens without a solid, reliable process to measure the economic impact of designation. In response, America's Byways Resource Center released its computerized Economic Impact Tool in 2010 to provide one option for measuring impact that's useful even to byways with modest budgets and limited staff. This interactive session provides an overview with case studies from several byways that have used the tool, and offers insights and tips for using the tool on your byway.

G6: USING SCENIC BYWAYS AS A PROGRAM IMPLEMENTATION MODEL

Speakers: Federal Land Management Agency Representatives

■ Core Learning Area: Corridor Management

Federal land management agencies are looking for ways to implement many national-level programs and initiatives such as America's Great Outdoors, Sustainable Recreation, Kids in the Woods, Livability, geotourism, and various transit and partnership programs. Learn how your byway might serve as the thread to link many programs together, integrating community and public land planning, in support of community livability.

Roundtable Sessions Tuesday, 11:00 a.m. – 12:00 p.m.

These are informal networking sessions. Visit as many of the roundtables as possible during the hour. No registration required.

Session H

Tuesday, 3:00 p.m. – 4:30 p.m.

Registration Tip!

These are all ADVANCED CLASSROOM SESSIONS.

H1: CULINARY AGRITOURISM AND AMERICA'S BYWAYS

Speakers: Judy Walden, Walden Mills Group; Michelle Campbell, Washington State Tourism Office; Patrice Barrentine, Washington Department of Agriculture

■ Core Learning Area: Visitor Experience

In Washington State, Culinary Agritourism is defined as "a traveler's authentic interactions with farmers, growers, and chefs that lead to the discovery of geographically distinctive food and drink." Under this umbrella, national and State byways are building food-based itineraries that express the distinctiveness of their own corridors in terms of food, wine and local cuisines. This interactive session will feature case studies from several of America's Byways and also sips and bites of the regional specialties and locally grown foods that help brand the area's byways.

H2: 3-C'S OF STATE/TRIBAL RELATIONS: COMMUNICATION, COORDINATION, CONSULTATION

Speaker: Linda Aitken, Minnesota Department of Transportation; Kelly Jackson, Wisconsin Department of Transportation

■ Core Learning Area: Corridor Management, Visitor Experience, Organization

Are you interested in working with regional Tribes? Do you want your byway to interpret a rich historically accurate place-based story that draws both local and international visitors? This session will openly talk about initiating relationships with Tribes and engaging them in meaningful, collaborative partnerships. You will hear two State Department of Transportation representatives share their models for 3-C's.

H3: THE MINNESOTA MODEL OF MEASURING ECONOMIC IMPACT

Speakers: Brigid Tuck, University of Minnesota; Linda Ulland, Regional Sustainable Development Partnerships; Lynn Scharenbroich, Paul Bunyan Scenic Byway; Kate Magozzi, Lake Country Scenic Byway; Melinda Huntley, Lake Erie Coastal Ohio Trail

Core Learning Area: Finance

In 2009, the Lake Country Scenic Byway and Paul Bunyan Scenic Byway commissioned the University of Minnesota Tourism Center to conduct a study to identify: consumer awareness of each byway; each byway's impact on quality of life among residents; and the economic impact of byway travelers to the regional economy. This session examines lessons learned and best practices identified during the project that you can apply to your byway's planning.

H4: DEVELOPING A BYWAY WEBSITE

Speaker: TBD

■ Core Learning Area: Visitor Experience

Designing or redesigning a byway website should raise some key questions. What is the website's purpose? How should information be organized? How little or how much information should it offer? How should audio, video and other media be integrated into the site? Effectively answer these questions and listen to a case study from the Lake Champlain Byway on its recent redesign process. We'll also cover topics such as the recruitment of a Web design team, deciding website features and planning for website maintenance.

H5: GET OUT OF THE CAR AND STAY AWHILE: WAYS OF PROVIDING SAFE, NONMOTORIZED OPTIONS FOR VISITORS

Speaker: Jim Klein, Lardner/Klein Landscape Architects, P.C.

■ Core Learning Area: Corridor Management

Byway organizers face many challenges as they try to calm traffic and provide safe and enjoyable places to walk or ride a bicycle. Learn best practices by focusing on examples and techniques from Virginia's Route 50 Traffic Calming Project and other byways with heavy bicycle use, including a rural portion of Maryland's Star Spangled Banner National Historic Trail and Byway, and Pennsylvania's Delaware River Valley Scenic Byway.

H6: PROJECT MANAGEMENT FOR SUCCESSFUL BYWAY PROJECTS

Speaker: TBD

■ Core Learning Area: Byway Organization

Successful projects translate into successful byways. Implementing projects is an inherent part of managing any byway. In this important session, learn about basic project management skills and standards. Gain an understanding of basic strategies to manage risk and effectively communicate and manage timelines with your stakeholders. Project management standards will ensure that your byway is accountable and successful.

Session G/H Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 8: VIEWS AND CHALLENGES IN VIEWSHED PRESERVATION 1:30 P.M. – 5:30 P.M.

Speaker: Bill Neuman, St. Croix Scenic Byway

■ Core Learning Area: Visitor Experience

Consider the challenges of development pressures on the byway corridor and its main intrinsic quality, the St. Croix River, designated a National Wild and Scenic River. Travel to historic downtown Stillwater and learn how to enhance the visitor's experience on a busy thoroughfare. See the challenges and possible solutions of managing competing interests and pressures, including the proposed location of a new bridge spanning the St. Croix River. It's a whole new view on viewsheds! *Special note: Includes a short walking tour of downtown Stillwater.*

FIELD WORKSHOP 9: WHAT MAKES A BYWAY BIKE-FRIENDLY? 1:30 P.M. – 4:30 P.M.

Speaker: Sue Overson, National Park Service

■ Core Learning Areas: Visitor Experience, Corridor Management

Experience one of the most bicycle friendly cities in America. Learn firsthand what makes Minneapolis on the Grand Rounds National Scenic Byway so bicycle friendly and how your byway can appeal to bicyclists (especially commuters) with better access to resources, improved safety and enhanced traffic management techniques. Participants will experience the intrinsic qualities of the byway using two modes of transportation: bicycle and light rail. *Special note: Workshop leaders will provide a helmet and bike for the tour; wear appropriate clothing for light physical activity.*

WEDNESDAY, AUGUST 24

Session J

Wednesday, 8:30 a.m. – 9:30 a.m.

J1: STRONG STORIES, STRONG BYWAYS

Speakers: Cris Collier, Wetlands and Wildlife National Scenic Byway; Becky Weller, Wetlands and Wildlife National Scenic Byway

■ **Core Learning Area:** Visitor Experience

A road's strength isn't found in the asphalt but what's beneath it. Similarly, interpretative themes—your byway stories— build strong byway foundations for marketing, developing and sustaining your byway for years to come. Learn how and why you should use interpretative tools and themes. Come to this workshop prepared to play a little, work some, tell stories and ask questions, and you'll leave prepared to figure out what your story is and how to show it, tell it and sell it!

J2: BUILDING BYWAY PARTNERSHIPS WITH NATIVE AMERICAN COMMUNITIES

Speakers: Monique Sando, Walatowa Visitor Center; Pam Ternes, Standing Rock Native American Scenic Byway

■ **Core Learning Area:** Visitor Experience

Native American communities are often on the routes of America's Byways or in close proximity. Understand how your byway might benefit from working with Native American communities and, in turn, how they can use byways to tell their history and story of survival and the ability to thrive in an ever-changing landscape. We'll look closely at how the Pueblo of Jemez has been able to connect directly with visitors and tell its story through the successful operation of a visitor center, museum and tour program along the Jemez Mountain Trail National Scenic Byway.

J3: SO YOU'RE A DESIGNATED BYWAY! NOW WHAT? (repeat, D3)

Speaker: Deborah Divine, The Leadership Firm

■ **Core Learning Area:** Byway Organization

Designation is only the beginning, not the end, of the byway community and byway committee's work. Discuss the strategic elements critical to long-term success of a byway organization and learn ways to keep excitement and enthusiasm running high by engaging the community, maintaining public awareness, developing the right strategies, celebrating accomplishments, preventing burnout, nurturing partnerships and developing a succession plan.

J4: BYWAYS AND LANDSCAPE HERITAGE TOURISM

Speakers: Frank Martin, Ahlgren-Martin Preservation Research; Carol Ahlgren, Ahlgren-Martin Preservation Research

■ **Core Learning Area:** Corridor Management

From public gardens to State parks and old estates, virtually every one of America's Byways touches upon some work of landscape architecture and planning. Often designed by landscape architects and engineers, many scenic byways are themselves great works of historic landscape architecture. Cultural landscapes are one of the fastest growing areas in the field of historic preservation. See how they can become a new heritage focus and enhance visitor experiences along scenic byways using examples from the Great River Road in Minnesota, Wisconsin and Iowa.

J5: PARTNERING WITH COMMUNITIES TO DETERMINE PRIORITY VIEWSHEDS

Speaker: Bill Neuman, St. Croix Scenic Byway

■ **Core Learning Area:** Corridor Management

Byways endeavor to market to a traveling public with a love for scenic landscapes of all kinds. However, planners and civic organizations often do not have direct access to effective visual assessment tools that can help them to protect scenic resources that define community character and enhance quality of life. Explore local tools and techniques for scenic assessment applicable to most byways, including priority view assessment tools, scenic attractiveness rating techniques, a public perceptual judgment study, and visual sensitivity mapping through examples from the St. Croix Valley.

J6: THE STATE OF AMERICA'S BYWAYS: REPORTING ON AMERICA'S BYWAYS ☆

Speaker: America's Byways Resource Center Staff

■ **Core Learning Areas:** Visitor Experience, Corridor Management, Byway Organization, Finance

During the spring of 2011, America's Byways Resource Center began an effort to improve and enhance its delivery of customized technical assistance. As part of this important initiative, the Resource Center conducted a detailed organizational survey of each of the nationally designated routes. This interactive session reveals the results of that survey and offers insights to the status of the America's Byways collection. Learn about how the Resource Center plans to use this information to improve its technical assistance delivery—and what that means to you.

Session K

Wednesday, 9:45 a.m. – 10:45 a.m.

K1: RED CARPET SERVICE: ONLINE HOSPITALITY TRAINING FOR THE FRONTLINE (repeat, G3)

Speaker: Connie Francis, University of Nebraska Rural Initiative

■ **Core Learning Area:** Visitor Experience

Where does great service begin? Often it starts at the top. In this session, learn about a service delivery model that was originally developed at the Harvard Business School that highlights the pivotal role of the business owner/manager/ byway board/training committee in providing service delivery tools and training. The basic format of this training program can be adapted for any scenic byway. Everyone, regardless of age or experience, can learn something new to help improve service delivery!

K2: EFFECTIVE PUBLIC RELATIONS FOR AMERICA'S BYWAYS

Speaker: TBD

■ **Core Learning Area:** Visitor Experience

Learn how to position your byway within the America's Byways brand, focusing on public relations. This session takes you beyond the basics for quality public relations by delving into the specific tools, techniques and strategies for effective media relations and byway promotion.

K3: ENGAGING UNDER-REPRESENTED PEOPLE

Speaker: Greg Lais, Wilderness Inquiry

■ **Core Learning Area:** Visitor Experience

Discover the Urban Wilderness Canoe Adventures model for engaging urban youth in experiential outdoor activities, which led to improved interest in school and environmental awareness and stewardship. This multimedia presentation highlights the program's many components, including scope and sequence, developing and maintaining strategic partnerships, logistics and safety, and vision for the future.

K4: GRANT WRITING FOR BYWAYS (repeat, D1)

Speaker: Gary Jensen, Federal Highway Administration

■ **Core Learning Area:** Finance

See how grant applications look from the reviewer's side of the desk and find out how to polish your grant writing for greater success. Discover the finer points of grant writing, including general trends and commonly made mistakes from byway grant submissions in FY 2009 and 2010, what grant reviewers look for to distinguish good applications from less successful ones, "red flag" words to avoid that may render your application ineligible, and additional resources available to you to help you prepare good applications.

K5: FROM DESIRABLE TO MEMORABLE: USING INTERPRETIVE PLANNING TO MAKE A GREAT PUBLIC PLACE EVEN BETTER

Speakers: Laura Salvesson, Mill City Museum and St. Anthony Falls Heritage Board

■ **Core Learning Area:** Visitor Experience

Called the "Birthplace of Minneapolis," Hahawakpa ("river of the falls") and St. Anthony Falls on the Mississippi River is a changing landscape with deep roots in the past and rich possibilities for the future. For over twenty years, interpretive planning has played a key role in transforming what was once a neglected industrial area into a thriving Minneapolis Riverfront District, where past and present combine to create a new destination for recreation and commerce. Learn how a new interpretive plan seeks to take visitor experience to the next level.

K6: DEVELOPMENT OF A GEOCACHING PROGRAM (repeat, C5)

Speaker: Teresa Mitchell, Great Lakes Seaway Trail

■ **Core Learning Area:** Visitor Experience

Attract more visitors with geocaching, a popular and engaging GPS-based scavenger-hunt-style activity. Great Lakes Seaway Trail will demonstrate how it developed a measurable and successful geocaching activity and share tips for adapting the process to your byway. Find out about best practices for cache identity, locations for hiding cache, coin design, log book content, sponsorship support, low-cost exposure opportunities, and how to develop surveys to collect information that provides clear economic impact data for the byway community.

Roundtable Sessions

Wednesday, 11:00 a.m. – 12:00 p.m.

These are informal networking sessions. Visit as many of the roundtables as possible during the hour. *No registration required.*

**Wednesday,
1:45 p.m. – 2:45 p.m.**

Learn from the 2011 Scenic Byway Award winners in a classroom format. Award winners will be announced at the conference. *No registration required.*

Session J/K Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 10: BYWAY WAYSHOWING, 8:30 A.M. – 10:30 A.M. (repeat, Session A/B)

Speaker: David Dahlquist, David L. Dahlquist Associates

■ **Core Learning Area:** Visitor Experience, Corridor Management

Travel via the light-rail system to Minnehaha Park and walk to one of the nearby lock-and-dam sites, and experience how the Grand Rounds National Scenic Byway (one of 8 byways designated in Minnesota as America's Byways) uses wayshowing along the byway. Hear about the working relationship between the byway and the City of Minneapolis Park Board, and learn how this partnership has produced effective wayshowing and interpretation to help guide visitors to attractions and stopping points along the corridor.

Session L Wednesday, 3:00 p.m. – 4:30 p.m.

Registration Tip!

These are all ADVANCED CLASSROOM SESSIONS.

L1: THE WAYSIDE OLYMPICS: TECHNIQUES FOR CREATING EFFECTIVE INTERPRETIVE PANELS

Speaker: Ron Zimmerman, Schmeeckle Reserve, University Wisconsin – Stevens Point

■ **Core Learning Area:** Visitor Experience

Signs and wayside exhibits are connectors that give meaning to the experience of the moment. Well-designed outdoor panels are ideal methods of telling interpretive stories, because they directly address what can be seen or experienced on a site. Participants in this interactive, fast-paced presentation will learn some simple yet powerful techniques for designing interpretive panels that are attractive and meaningful.

L2: UNIVERSAL DESIGN FOR AMERICA'S BYWAYS

Speakers: Jackie Felion-Koons, Pennsylvania Department of Transportation; Ed Spilker, Washington State Department of Transportation

■ **Core Learning Area:** Visitor Experience

Join this session and learn about the basics and application of universal design for byways. The session explains the definition of universal design and its basic tenants, and provides examples from America's Byways Resource Center's *Universal Design Training*. You'll have the opportunity to ask questions about implementing universal design on your byway.

L3: ADVANCED BRANDING AND PROMOTION FOR AMERICA'S BYWAYS

Speaker: TBD

■ **Core Learning Area:** Visitor Experience

This session covers the value of branding your byway as part of the America's Byways brand. Learn about the results of the Resource Center's Public Awareness efforts and the value of branding.

L4: DELIVERING YOUR FUNDRAISING MESSAGE

Speakers: Wanda Maloney, Corridor Solutions; Frances Kidd, Corridor Solutions

■ **Core Learning Area:** Finance

The most effective way to deliver your organization's fundraising message is in person. However, when this isn't possible, your fundraising materials must accurately and concisely communicate what your organization does and why it's important, and it must compel others to give. Develop an enhanced understanding of the elements critical to effectively delivering your organization's fundraising message for success.

L5: VOLUNTEER ADMINISTRATION

Speaker: Mary Quirk, Minnesota Association for Volunteer Administration

■ **Core Learning Area:** Byway Organization

Volunteers are critical resources, especially in the current tight financial times. No matter what size your byway organization is, core pieces need to be in place to achieve results through volunteers. Hear from the Minnesota Association for Volunteer Administration about critical action steps for volunteer recruitment, retention and recognition. Take home tools and an action plan for developing top-notch volunteer involvement.

L6: CONNECTING THE DOTS: FUNDRAISING FOR YOUR FUTURE

Speaker: Emil W. Angelica, Community Consulting Group

■ **Core Learning Area:** Finance

After developing a strategic plan, your organization must have a plan to raise the resources necessary for implementation. For many groups, this requires three key components: Business model(s) for the key program(s); prospect research that provides for several resource development opportunities for the key programs; and Go-No-Go milestones, timelines and contingency plans. Practice using some fundraising tools through hands-on activities and an interactive session, and evaluate one sample business model and one contingency plan for a priority program.

Session L Field Workshops

Registration Tip!

Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

FIELD WORKSHOP 11: LIVABILITY IN PRACTICE 3:00 P.M. – 5:00 P.M.

Speaker: Beth Elliott, Minneapolis Community Planning and Economic Development Department

■ **Core Learning Area:** Corridor Management

Experience how Minneapolis has incorporated livability and multi-modal initiatives, and ways that you can improve visitor experience on your byway with similar planning. Discover how Minneapolis has incorporated transportation and residential options into historic districts firsthand as you walk through the downtown Minneapolis historic warehouse district. *Special note: This is a walking workshop; wear comfortable clothes and shoes.*

FIELD WORKSHOP 12: AGRICULTURAL INTERPRETATION 3:00 P.M. – 5:00 P.M.

Speakers: Representatives from the Minnesota Historical Society and the Minnesota Department of Transportation

■ **Core Learning Areas:** Visitor Experience, Corridor Management

Expand your interpretive opportunities! Visit the Oliver Kelly Farm Interpretive Center, an 1860s working farm in the northern metro area, and discover how the Minnesota Historical Society has brought the history of the byway alive through interpretation. Also, see how the Minnesota Department of Transportation has rehabilitated the National Grange Historical Marker/Wayside rest area to provide interpretation.

FIELD WORKSHOP 13: POWER OF THE FALLS: RENEWING THE VISION FOR ST. ANTHONY FALLS HERITAGE ZONE 3:00 P.M. – 5:00 P.M.

Speaker: St. Anthony Falls Heritage Board

■ **Core Learning Areas:** Visitor Experience, Corridor Management

Learn about the role of interpretation in creating a cohesive visitor experience for an area with disparate resources and destinations when you visit the St. Anthony Falls Heritage Zone in Minneapolis. Although in an urban setting, the challenges and opportunities found here are similar to those of byways in mixed-use environments. In the past, the most accessible interpretive elements have been signage and wayside exhibits along the Mississippi River. A new interpretive plan recommends goals and strategies to create a stronger identity and sense of place and greatly enhance the visitor experience through events and facilitate programs. It's an up-close look at building on success to enhance visitor experience.



Professional Development Hours

This conference fosters dialog on current issues related to fundraising, organizational development, corridor management, visitor experience and marketing. To the best of our knowledge, the general sessions and workshops meet the continuing education requirements for up to 14 professional development hours (PDHs). However, each State defines different standards for PDH credits, and final approval of PDH credit is at the discretion of your State licensing board. Upon request, we will provide written confirmation of your attendance after the conference.

**Please contact Ryan Petersen,
Registration Manager at 218-625-3309.**



Registration Information



Register by July 13 and SAVE \$100!

You must register online by 11:59 p.m.
CDT on July 13, 2011 to receive the
discounted rate, without exceptions.
Payment must be received by the
deadline for registration to be valid.

Fees

Early Bird Registration

May 2 – July 13, 2011: \$375

Full Conference Registration

July 14 – August 12, 2011: \$475

After August 12, you must register onsite.

Name Badges Required

For security purposes, your name badge is required for all conference events, including all events at the hotel and the field workshops. To be admitted into conference events, you must wear it at all times. In addition to your name badge, a separate ticket is required for entrance to the 2011 Scenic Byway Awards Dinner on Wednesday evening. Tickets will be checked and collected at the door.

Individuals With Special Needs

We encourage full participation of individuals with special needs. Field workshops may require moderate walking on easy terrain; see accessibility notes for each field workshop. We will make every effort to meet special needs upon request; please contact Ryan Matara regarding accessibility options at 218-625-3307 or rmatara@byways.org.

Cancellation Policy

Cancellations must be made in writing by e-mail, mail or fax to Ryan Petersen, Registration Manager, at rpetersen@byways.org or 218-625-3333 by August 12, 2011. A nonrefundable processing fee of \$75 will be assessed. ***Cancellations will not be accepted by phone. No refunds after August 12, 2011.***

Questions?

**For questions about registration and payment,
please contact:**

Ryan Petersen, Registration Manager

Phone: 218-625-3309

E-mail: rpetersen@byways.org

**For questions about exhibits or sponsorships,
please contact:**

Michelle Johnson, Director

Phone: 218-625-3305

E-mail: mjohnson@byways.org

**For questions about workshops or accessibility,
please contact:**

Ryan Matara, Training Specialist

Phone: 218-625-3307

E-mail: rmatara@byways.org



Registration Form

For your convenience, register online with your credit card at www.bywaysresourcecenter.org. Use this form as a guide to assist with registration. All registrations will be accepted with credit card payment at www.bywaysresourcecenter.org. If necessary, payment via check is acceptable by completing both sides of this form and mailing, along with a check payable to the **Arrowhead Regional Development Commission**, to:

America's Byways Resource Center

ATTN: Ryan Petersen, Registration Manager
394 Lake Avenue South, Suite 600
Duluth, MN 55802

Registration Dates

May 2 - July 13, 2011: Early Bird Registration

July 14 - August 12, 2011: General Registration

August 21, 2011: Onsite Registration

(payment by credit card required for onsite registration;
no checks or cash accepted)

Affiliation

(Please choose the description that best describes your role)

- ☐ I represent an America's Byway
- ☐ I represent a State-designated byway
- ☐ I represent a Tribal-designated byway
- ☐ I represent a Federal Lands Byway, Backway, Parkway, Trail or Refuge Road not designated as an America's Byway
- ☐ I am a State byway program coordinator
- ☐ I am a Tribal byway program coordinator
- ☐ I represent a local/regional organization or agency not associated with a specific byway
- ☐ I am a member of a local / regional Tribal entity, not associated with a specific byway
- ☐ I am a State government employee (DOT, Tourism, Parks & Recreation, etc.) not associated with a specific byway
- ☐ I am a Federal Highway Administration employee
- ☐ I am a Federal Agency employee (USFS, NPS, UFWs, BIA, BLM, etc.) not associated with a specific byway
- ☐ I am a member of a national organization or association (Scenic America, NAI, NTHP, etc.) not associated with a specific byway
- ☐ I am a private consultant or represent a consulting firm
- ☐ Other (list): _____

PLEASE PRINT OR TYPE

First Name: _____ Last Name: _____

Badge First Name: _____

Organization: _____

Title: _____

Byway (if applicable): _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

E-mail: _____ Website: _____

Please check one:

- ☐ I am attending my first National Scenic Byways Conference. ☐ I have attended a previous National Scenic Byways Conference.

Conference Fees

SAVE! Early Bird Fee (Deadline: JULY 13) \$375 = _____

Conference Registration Fee (After JULY 13 and until AUGUST 12) \$475 = _____

2011 Scenic Byway Awards Dinner (Note: A separate ticket is required to attend this event.) ... \$40 = _____

Optional Pre-Conference Events

Provided by the Minnesota Scenic Byways Program

Please contact hosts for additional information. *Registration deadline is JULY 13.*

You may provide a separate form of payment for the pre-conference workshops. We will accept and process the payments. Other details, please contact your host directly (see page 4-5 for contact information).

Biking The Grand Rounds (SUNDAY) \$45 = _____

Adventures From The Glacier's Edge - The Historic Bluff Country

National Scenic Byway (FRIDAY, SATURDAY and SUNDAY) \$350 = _____

• Lodging: Cedar Valley Resort and Outfitters _____ or The Amish Country Bed and Breakfast _____

Adventure On The Minnesota River (SATURDAY and SUNDAY) \$252 = _____

Experience The North Shore All-American Road (FRIDAY and SATURDAY) \$350 = _____

TOTAL = _____

Special Needs

☐ Vegetarian ☐ Other dietary needs: _____

☐ Special physical needs: _____

Payment

Register online at www.bywaysresourcecenter.org with your Visa, MasterCard or Discover Card.

Registration charges will show up on your statement as a charge from the America's Byways Resource Center.

If necessary, we accept checks payable to Arrowhead Regional Development Commission.

We do not accept cash. Please complete this form and mail with payment to:

America's Byways Resource Center

ATTN: Ryan Petersen, Registration Manager
394 Lake Avenue South, Suite 600
Duluth, MN 55802

The America's Byways Resource Center is not responsible for late or lost payments sent by mail. Do not mail cash.



Choose Your Workshops

✦ = sessions for State and Tribal byway coordinators

Minnesota Byway Experience – Optional Pre-Conference Workshop Tours

Hosted by byways in the Minnesota Scenic Byways Program. Please contact your host directly. *Optional; additional costs.*

- ___ Biking the Grand Rounds (\$45)
- ___ Adventures From The Glacier's Edge (\$350)
- ___ Minnesota River Valley National Scenic Byway (\$252)
- ___ North Shore All-American Road (\$350)

See pages 4-5.

Sunday, August 21, 2011

Conference Orientation

- ___ 3:00 p.m. or ___ 5:00 p.m.
- ___ Yes, I plan to attend the Exhibitor MarketPlace Sunday evening from 6:00 p.m. to 9:00 p.m.

Monday, August 22, 2011

- ___ Opening Session and Breakfast

Monday Morning Workshops

Please select one Field Workshop or two Classroom Workshops, one from Session A and one from Session B.

Session A: Monday, 8:30 a.m. – 9:30 a.m.

- ___ A1: Interpretation Through Oral History
- ___ A2: Your Resource Center: Here To Help!
- ___ A3: Key Survival Strategies: The Online Survival Toolkit
- ___ A4: Byways By Bus And Rail
- ___ A5: Compelling Self-Guided Tours
- ___ A6: Strategic Planning For State Programs: Lessons Learned from MD and WA ✦

Session B: Monday, 10:30 a.m. – 11:30 a.m.

- ___ B1: Dealing With Construction In Paradise
- ___ B2: Social Media For Byways
- ___ B3: Developing Partnerships With Federal Land Management Agencies
- ___ B4: Telling The Byway Story Through Interactive Oral Histories
- ___ B5: Interpretive Tools And Techniques Of The National Heritage Area Program
- ___ B6: GIS Development and Iowa's Byways ✦

Session A/B Field Workshops:

Please note times

- ___ Field Workshop 1: Byway Wayshowing (repeat), 8:30 a.m. – 10:30 a.m.
- ___ Field Workshop 2: Byway Visitor Center Planning, 8:30 a.m. – 11:30 a.m.

Monday Afternoon Workshops

Please select one Field Workshop or two Classroom Workshops, one from Session C and one from Session D.

Session C: Monday, 1:30 p.m. – 2:30 p.m.

- ___ C1: Implementing A Preservation Plan
- ___ C2: Effective Partnership Development
- ___ C3: Photographing Your Byway
- ___ C4: How To Reduce Distractions For Drivers
- ___ C5: Development Of A Geocaching Program (repeat)
- ___ C6: What Can GIS Do For Your Byway Program? ✦

Session D: Monday, 3:30 p.m. – 4:30 p.m.

- ___ D1: Grant Writing For Byways (repeat)
- ___ D2: Take The Journey! Developing Broad Partnerships Around A Common Vision
- ___ D3: So You're A Designated Byway! Now What? (repeat)
- ___ D4: Synergies For Resource Protection: Stakeholders Working With Volunteers
- ___ D5: The Mississippi River Trail Bicycle Route: Lessons Learned
- ___ D6: Applying Lessons Learned: Emerging State And Tribal Byway Programs ✦

Session C/D Field Workshops:

Please note times

- ___ Field Workshop 3: Creating And Maintaining Exhibits, 1:30 p.m. – 4:30 p.m.
- ___ Field Workshop 4: Corridor Management Strategies, 1:30 p.m. – 4:30 p.m.
- ___ Field Workshop 5: Restoring Great River Road Historic Roadside Properties, 1:30 p.m. – 5:30 p.m.

Tuesday, August 23, 2011

Special Breakfast Meetings

- ___ Federal Land Managers Meeting
- ___ State/Tribal Byway Coordinators and FHWA Divisions
- ___ Byway Leaders

Tuesday Morning Workshops

Please select one Field Workshop or two Classroom Workshops, one from Session E and one from Session F.

Session E: Tuesday, 8:30 a.m. – 9:30 a.m.

- ___ E1: Multimedia Interpretation: Enhancing Visitor Experience
- ___ E2: Building A Visitor Experience Database: See Your Byway Through Your Visitors' Eyes
- ___ E3: Ensure Sustainability: Geotourism Beyond The Map
- ___ E4: Discovering And Promoting Hidden Byway Treasures
- ___ E5: Alternative Transportation Systems And Your Byway
- ___ E6: The Iowa Byways Sustainability Project ✦

Session F: Tuesday, 9:45 a.m. – 10:45 a.m.

- ___ F1: The Ohio River Scenic Byway: The Value Of Partnership And Collaboration
- ___ F2: Leelanau Scenic Heritage Route Trailway Project
- ___ F3: Defining Your Visitors And Their Expectations
- ___ F4: Market Your Byway With Collaborative Offsite Events
- ___ F5: Discovering Folk Traditions Along A Byway: The Highway 23 Cultural Highway Driving Tour
- ___ F6: Setting Expectations For State Byway Programs ✦

Session E/F Field Workshops:

Please note times

- ___ Field Workshop 6: Interpreting Native-Anglo History: Changing Approaches And Techniques, 8:30 a.m. – 12:00 p.m.
- ___ Field Workshop 7: Evolution Of Mobile Technology, 8:30 a.m. – 11:00 a.m.

Roundtable Sessions

No registration required for Roundtable Sessions.

Tuesday Afternoon Workshops

Please select one Field Workshop or two Classroom Workshops, one from Session G and one from Session H.

Session G: Tuesday, 1:45 p.m. – 2:45 p.m.

- ___ G1: Crafting A Wayshowing And Interpretation Plan
- ___ G2: Making Connections: Place-Based Interpretation
- ___ G3: Red Carpet Service: Online Hospitality Training For The Frontline (repeat)
- ___ G4: Discovering Iowa's Archaeological Past: The Loess Hills Cultural Resource Study
- ___ G5: Using The Economic Impact Tool: Case Studies From America's Byways
- ___ G6: Using Scenic Byways As A Program Implementation Model

Session H: Tuesday, 3:00 p.m. – 4:30 p.m.

Please note: These are all ADVANCED CLASSROOM SESSIONS.

- ___ H1: Culinary Agritourism And America's Byways
- ___ H2: 3-C's of State/Tribal Relations: Communication, Coordination, Consultation
- ___ H3: The Minnesota Model Of Measuring Economic Impact
- ___ H4: Developing A Byway Website
- ___ H5: Get Out Of The Car And Stay For Awhile
- ___ H6: Project Management For Successful Byway Projects ✦

Session G/H Field Workshops:

Please note times

- ___ Field Workshop 8: Views And Challenges In Viewshed Preservation, 1:30 p.m. – 5:30 p.m.
- ___ Field Workshop 9: What Makes A Byway Bike-Friendly? 1:30 p.m. – 4:30 p.m.

Wednesday, August 24, 2011

- ___ General Session Breakfast: Livable Communities And The Future Of The National Scenic Byways Program

Wednesday Morning Workshops

Session J: Wednesday, 8:30 a.m. – 9:30 a.m.

- ___ J1: Strong Stories, Strong Byways
- ___ J2: Building Byway Partnerships With Native American Communities
- ___ J3: So You're A Designated Byway! Now What? (repeat)
- ___ J4: Byways And Landscape Heritage Tourism
- ___ J5: Partnering With Communities To Determine Priority Viewsheds
- ___ J6: The State Of America's Byways: Reporting On America's Byways

Session K:

Wednesday, 9:45 a.m. – 10:45 a.m.

- ___ K1: Red Carpet Service: Online Hospitality Training For The Frontline (repeat)
- ___ K2: Effective Public Relations For America's Byways
- ___ K3: Engaging Under-Represented People
- ___ K4: Grant Writing For Byways (repeat)
- ___ K5: From Desirable To Memorable: Using Interpretive Planning To Make A Great Public Place Even Better
- ___ K6: Development Of A Geocaching Program (repeat)

Session J/K Field Workshop: 8:30 a.m. – 10:30 a.m.

- ___ Field Workshop 10: Byway Wayshowing (repeat)

Roundtable Sessions

No registration required for Roundtable Sessions.

Wednesday, 1:45 p.m. – 2:45 p.m.

No registration required for 2011 Scenic Byway Award Winner Presentations. You will be able to take your pick of eight sessions onsite.

Session L: Wednesday, 3:00 p.m. – 4:30 p.m.

Please note: These are all ADVANCED CLASSROOM SESSIONS.

- ___ L1: The Wayside Olympics: Techniques For Creating Effective Interpretive Panels
- ___ L2: Universal Design For America's Byways
- ___ L3: Advanced Branding And Promotion For America's Byways
- ___ L4: Delivering Your Fundraising Message
- ___ L5: Volunteer Administration
- ___ L6: Connecting The Dots: Fundraising For Your Future (repeat)

Session L Field Workshops: 3:00 p.m. – 5:00 p.m.

- ___ Field Workshop 11: Livability In Practice
- ___ Field Workshop 12: Agricultural Interpretation
- ___ Field Workshop 13: Power Of The Falls: Renewing The Vision For St. Anthony Falls Heritage Zone

Travel and Lodging Information

Minnesota/St. Paul And Surrounding Area

Extend your visit to Minneapolis before or after the 2011 National Scenic Byways Conference by touring area byways or exploring the many sights and attractions that Minnesota has to offer. Consider the Pre-Conference Workshop Tours hosted by Minnesota Scenic Byways (see pages 4-5; additional fees apply).

To make your list of things to see and do in Minneapolis and the surrounding area, we recommend checking out these websites:

AMERICA'S BYWAYS

www.byways.org

MINNESOTA SCENIC BYWAYS PROGRAM

Minnesota's Scenic Byways Program is governed by a commission comprised of these four State agencies: Explore Minnesota Tourism, Minnesota Historical Society, Minnesota Department of Natural Resources and the Minnesota Department of Transportation.

☆ Explore Minnesota!

(You'll also find Minnesota Byways here)

www.exploreminnesota.com

☆ Minnesota Historical Society

www.mnhs.org

☆ Minnesota Department of Natural Resources

www.dnr.state.mn.us

☆ Minnesota Department of Transportation

www.dot.state.mn.us

Minneapolis

One of *Forbes'* 30 most-visited cities in America, Minneapolis charms guests with unforgettable attractions, events and excitement—and the natural beauty of more than 20 lakes nestled beside tree-lined parks and trails. From an outdoor ballgame with the Minnesota Twins to world-class museums and performance venues, and from cosmopolitan and eclectic dining to inspirational waterfalls and lush conservatories, the sights and sounds of Minneapolis bring visitors back time and time again.

MEET MINNEAPOLIS

www.minneapolis.org

STAY A DAY LONGER FOR THE MINNESOTA STATE FAIR!

The Minnesota State Fair is one of the largest and best-attended expositions in the world, attracting more than 1.6 million visitors annually. It showcases Minnesota's finest agriculture, art and industry, and some of the best (and craziest) food on a stick you'll ever encounter! The Great Minnesota Get-Together starts August 25, 2011.

www.mnstatefair.org

Hotel Information

Minneapolis Marriott City Center

30 South 7th Street

Minneapolis, Minnesota 55402

Marriott Reservations:

1-800-228-9290 or

<http://www.marriott.com/hotels/travel/mspcc?groupCode=abya&app=resvlink&fromDate=8/20/11&toDate=8/25/11>

Direct Phone: 612-349-4000

(Please use reservations line when making reservations)

PLEASE MAKE YOUR RESERVATIONS ON OR BEFORE JULY 29, 2011.

When making reservations, ask for the *National Scenic Byways Conference* group rate. If you are in the hotel's room block, you will be eligible for a special drawing during the conference for free lodging. You must be a guest of the Minneapolis Marriott City Center to be eligible.

Make your hotel reservations by July 29 to receive the conference rate.

2011 CONFERENCE LODGING RATE

Standard Rooms: \$120 (does not include room taxes)

Driving Directions From Minneapolis – St. Paul Airport

Take I-494W to 35W North. Follow Downtown Exit sign, follow 5th Avenue three blocks to 7th Street, turn left on 7th. Hotel is 5-1/2 blocks on right.

Parking at the hotel is \$19.00 per day.

SHUTTLE OPTIONS

For ground transportation options from airport, contact the Minneapolis – St. Paul Airport or the Marriott City Center websites for a complete list of options:

www.mspairport.com or www.marriott.com.

TAXI

Estimated taxi fare from Minneapolis – St. Paul Airport: \$35.00 (one way).

LIGHT RAIL FROM THE AIRPORT TO CITY CENTER

The Hiawatha Light Rail line is an easy and inexpensive way to get to the hotel. Follow the guide signs from the luggage carousel to the airport light rail station. Trains run every ten minutes and the trip to Downtown Minneapolis will take about 24 minutes.

Take the northbound train to the Nicollet Mall Station. Walk two blocks south on Nicollet Mall. Turn right on 7th Street, walk 1/2 block, and the hotel will be on your right. Find more information at www.metrotransit.org.



Minneapolis Weather

Minnesota is well known for great summers! Average highs are in the 80s with evenings cooling off to low 70s.

SUGGESTED ATTIRE

Casual to business casual dress is suggested for the majority of the conference. Business/cocktail attire (jacket and neckties for gentlemen; suits/cocktail dresses for ladies) is preferred for the 2011 Scenic Byway Awards Dinner on Wednesday evening. Participants in the Field Sessions should bring a light jacket or rain gear. Hotel air-conditioning may create fluctuating temperatures as well. Dress in layers most comfortable for the day's activities.

About Events And Gatherings Sponsored And Organized By The National Scenic Byway Foundation And The Minnesota Scenic Byways Program

The National Scenic Byway Foundation and the Minnesota Scenic Byways Program welcome you to Minnesota with optional evening events and informal adventures at various times throughout the conference. Check www.nsbfoundation.com frequently for sign-up deadlines and contact information for these fun networking opportunities.

Learn more about the National Scenic Byway Foundation at www.nsbfoundation.com.



2011 National Scenic Byways Conference
America's Byways Resource Center
394 Lake Avenue South, Suite 600
Duluth, MN 55802

America's Byways Resource Center is a division of the Arrowhead Regional Development Commission (ARDC) in partnership with the Federal Highway Administration (FHWA). This material is based upon work supported by the Federal Highway Administration and Arrowhead Regional Development Commission under cooperative agreement No. DTFH61-08-H-00007. Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the Author(s) and do not necessarily reflect the view of the Federal Highway Administration and/or Arrowhead Regional Development Commission. The Arrowhead Regional Development Commission is an equal opportunity employer.



25% post consumer waste. FSC certified.

Big Favorites In Minnesota



American Folktale Characters

Giant statues of both Paul Bunyan and his Blue Ox, Babe, stand near the shoreline of Lake Bemidji.

Paul Bunyan Scenic Byway
www.paulbunyan scenicbyway.org



Mississippi River

The Mississippi flows from Lake Itasca, Minnesota through several glacial lakes to Minneapolis-St. Paul, where it passes over a series of rapids and is joined by the Minnesota River. It continues southward, passing beneath towering bluffs on its way to the sea.

Great River Road

www.mnmississippiriver.com



Walker Art Center, Minneapolis Sculpture Garden

Claes Oldenburg has created several well-known oversized renditions of ordinary objects, such as Spoonbridge and Cherry (1985-1988). This urban artistic icon features a 5,800-pound spoon and 1,200-pound cherry.

Grand Rounds National Scenic Byway

www.minneapolis parks.org/grandrounds/

**For more big ideas for byways,
register today for the 2011 National Scenic Byways
Conference in Minneapolis, August 21-25.**



Join us on Facebook and watch for news and highlights before the
2011 National Scenic Byways Conference—including special registration prizes!

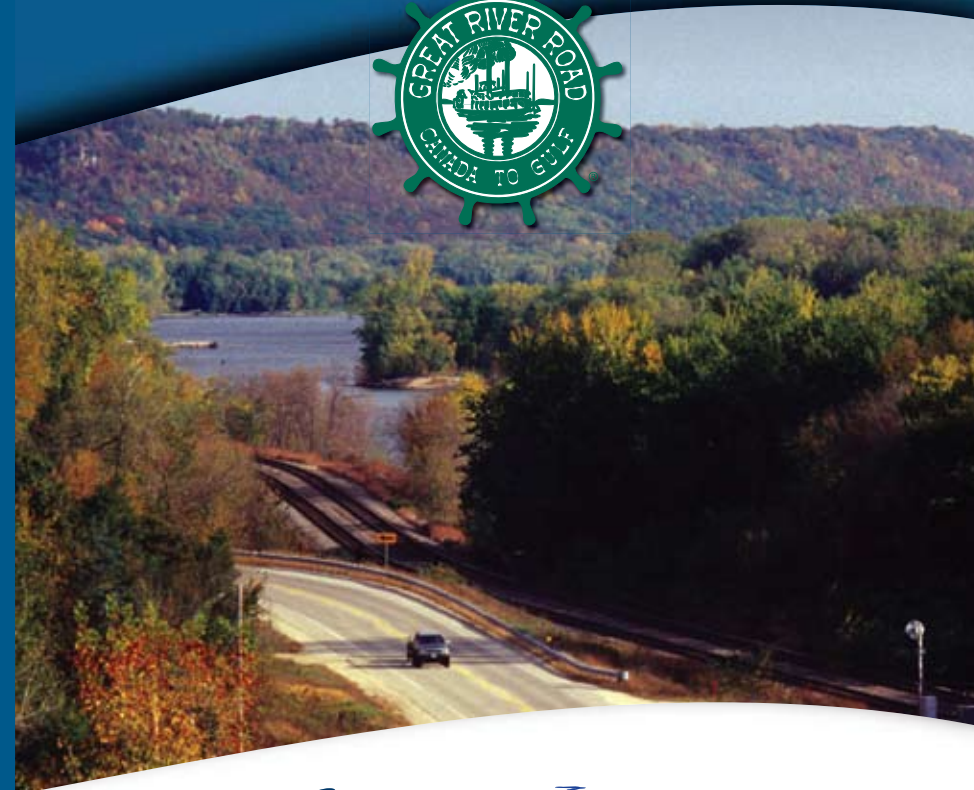


In 1938, the MRPC was established by order of Congress to preserve, promote and enhance the scenic, historic, and recreational treasures along the Mississippi River. It is the only organization that unites all ten Mississippi River states, north and south, in a common effort to improve life, travel and local economies along the Mississippi River corridor.



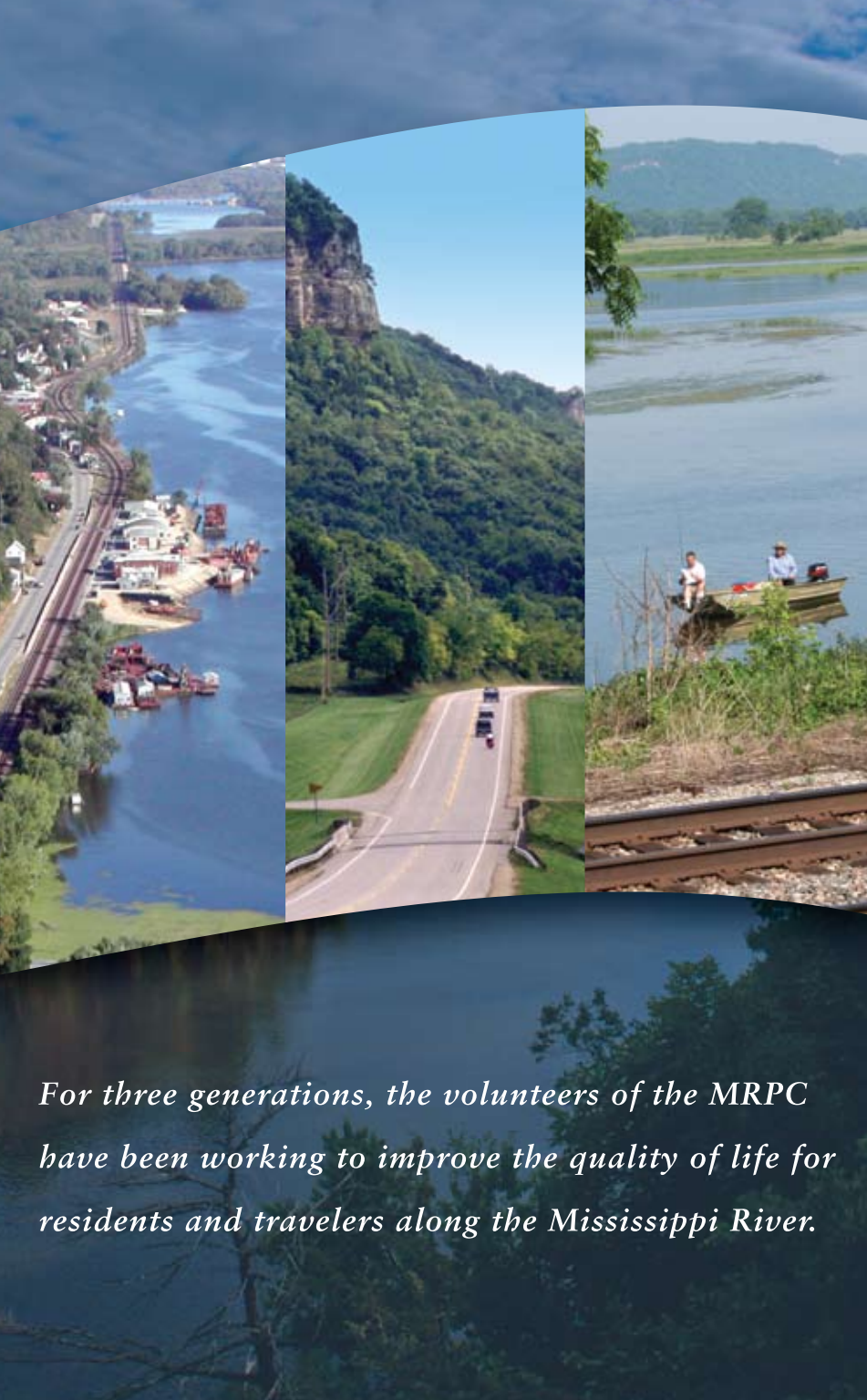
Mississippi River Parkway Commission Foundation

For the River. For the Road. Forever.



For more information on the Great River Road, visit www.experiencemississippiriver.com





For three generations, the volunteers of the MRPC have been working to improve the quality of life for residents and travelers along the Mississippi River.

Sustaining the song of the river and road we love...

The Mississippi River Parkway Commission (MRPC) Endowment is a fund directed by the MRPC Board of Directors to sustain its mission of improving the quality of life for residents and visitors to the Great River Road and the Mississippi River Valley. The most visible result of the MRPC's work is the Great River Road, a 3,000-mile scenic drive along the Mississippi River featuring a network of more than 62 Interpretive Centers and amenities in the ten states of the MRPC.

The Endowment is held and invested by the Community Foundation of Greater Dubuque, a qualified foundation confirmed in compliance with national standards.

Your generous donation will help to sustain efforts to preserve, promote and enhance the Great River Road and Mississippi River corridor for generations to come.

“The song of the river ends not at her banks, but in the hearts of those who have loved her.”

—Buffalo Joe

Yes, I am interested in sustaining the Great River Road. Below is how I would like to help:

☐ Enclosed is my tax-deductible* gift with check made payable to MRPC Endowment for:
__\$25 __\$50 __\$100 __\$250
__\$500 __\$1000 Other Amount \$_____

☐ Please charge my credit card: Visa Mastercard
Name on Card _____
Card Number _____
Exp. Date _____
Security Code (3 digit # on back of card) _____

Signature of cardholder

☐ I would like to make a future pledge of \$ _____
on _____
Date (As your pledge date approaches, we will send you a reminder)

☐ Make a donation using appreciated assets.
For more information call 866-763-8310 and our staff would be happy to assist you.

Name_____

Address_____

City/State/Zip _____

Phone_____

☐ Please send me updates regarding the MRPC and Great River Road via email:

☐ I would like to make my donation in memory of:

Thank you for your donation. Please mail this form to:
MRPC
222 State Street Suite 400
Madison, WI 53703

*Iowa residents' gifts are eligible for Endow Iowa – a 20% state tax credit.



Minnesota Mississippi River Parkway Commission

Membership Application Form

Please accept my application for membership to the Minnesota Mississippi River Parkway Commission, representing the following Great River Road Destination Area:

- Check One: ☐ Lake Itasca to, but not including, Grand Rapids ☐ Elk River to, but not including, Hastings
 ☐ Grand Rapids to, but not including, Brainerd ☐ Hastings to the Iowa border
 ☐ Brainerd to, but not including, Elk River

Full Name: _____

Business Address: _____

Business Phone: () _____ Fax: () _____

E-mail: _____

Home Address: _____

Home Phone: () _____

With which Great River Road community development or tourism organization(s) have you been affiliated:
(Check all that apply and indicate years involved.)

- | State Agencies: | Years: |
|--|--------|
| <input type="radio"/> Department of Transportation | _____ |
| <input type="radio"/> Office of Tourism | _____ |
| <input type="radio"/> Department of Natural Resources | _____ |
| <input type="radio"/> Minnesota Historical Society | _____ |
| <input type="radio"/> Minnesota Indian Affairs Council | _____ |
| <input type="radio"/> Mississippi Headwaters Board | _____ |

- | National Agencies: | Years: |
|---|--------|
| <input type="radio"/> Army Corps of Engineers | _____ |
| <input type="radio"/> Fish & Wildlife Service | _____ |
| <input type="radio"/> National Park Service | _____ |
| <input type="radio"/> U.S. Forest Service | _____ |
| <input type="radio"/> Mississippi River Trail | _____ |
| <input type="radio"/> Audubon Society | _____ |

- | Local Agencies: | Years: |
|---|--------|
| <input type="radio"/> Tribal Councils | _____ |
| <input type="radio"/> Convention & Visitors Bureaus | _____ |
| <input type="radio"/> River Interest Groups | _____ |

- | Local Agencies: | Years: |
|--|--------|
| <input type="radio"/> Counties / Municipalities | _____ |
| <input type="radio"/> Chambers of Commerce | _____ |
| <input type="radio"/> Recreational Interest Groups | _____ |

☐ Other: _____

Why are you enthusiastic about the Mississippi River and its Great River Road? What is your river passion?

What prior experience makes you a valuable candidate to represent this region on the Minnesota Mississippi River Parkway Commission?

What are the greatest opportunities in this region in regard to the mission of the MN-MRPC?

Please list (3) references:

Name: _____ Title: _____
Organization: _____ Phone: (_____) _____
Address: _____

Name: _____ Title: _____
Organization: _____ Phone: (_____) _____
Address: _____

Name: _____ Title: _____
Organization: _____ Phone: (_____) _____
Address: _____

I am committed to the development, promotion and preservation of the Mississippi River and its Great River Road in Minnesota, and I certify that all answers herein are true to the best of my knowledge. If selected as a member of the Minnesota Mississippi River Parkway Commission, I am committed to representing my destination area by regularly attending quarterly Commission meetings and by participating in related byway activities.

Signed _____

Date: _____