# DRAFT AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30 p.m.</td>
<td>Welcome &amp; Introductions</td>
<td>Johnson</td>
</tr>
<tr>
<td>2:35 p.m.</td>
<td>Approve Today's Agenda &amp; Minutes from 2/23/11</td>
<td>Johnson/All</td>
</tr>
<tr>
<td>2:40 p.m.</td>
<td><strong>Commission Business</strong></td>
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<tr>
<td></td>
<td>- Financial Status Report</td>
<td>Miller</td>
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<tr>
<td></td>
<td>- Legislative Session Update</td>
<td>House/Senate Members</td>
</tr>
<tr>
<td>2:50 p.m.</td>
<td><strong>National MRPC Updates</strong></td>
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<tr>
<td></td>
<td>- Spring Webinar</td>
<td>Zoff</td>
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<tr>
<td></td>
<td>- MRPC Board</td>
<td>Johnson</td>
</tr>
<tr>
<td></td>
<td>- National Committees: Culture &amp; Heritage, ERA, Marketing, Transportation</td>
<td>Committee Members</td>
</tr>
<tr>
<td>3:10 p.m.</td>
<td><strong>Old Business - Updates</strong></td>
<td>Liz Walton/Dan Collins/Johnson/Mulry/Zoff</td>
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<tr>
<td></td>
<td>- Mississippi River Bicycle Trail (MRT)</td>
<td>Liz Walton/Dan Collins/Johnson/Mulry/Zoff</td>
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<td></td>
<td>- CapX 2020</td>
<td>Johnson</td>
</tr>
<tr>
<td></td>
<td>- 2010 National Scenic Byways Grants - MNRAA Project</td>
<td>Johnson/Mulry/Zoff</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td><strong>New Business</strong></td>
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<td></td>
<td>- 2011 National Scenic Byway Grants</td>
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<td></td>
<td>- Regional Citizen Committee Meetings and Commissioner Elections</td>
<td></td>
</tr>
<tr>
<td>3:50 p.m.</td>
<td><strong>2011 National Scenic Byways Conference, Aug 21 - 24, Mpls</strong></td>
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<td></td>
<td>- Confirm MN-MRPC Attendees</td>
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<td></td>
<td>- Great River Road Field Workshops</td>
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<tr>
<td>4:10 p.m.</td>
<td><strong>Work Group Updates</strong></td>
<td>Work Group Members</td>
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<tr>
<td></td>
<td>- Marketing, Economic Development, Capital Improvement, Organization</td>
<td></td>
</tr>
<tr>
<td>4:20 p.m.</td>
<td><strong>State MRPC Travel Updates &amp; Upcoming Events</strong></td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>- St. Paul Great River Gathering</td>
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<tr>
<td></td>
<td>- Other</td>
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<tr>
<td>4:30 p.m.</td>
<td><strong>Agency and Regional Updates</strong></td>
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<tr>
<td></td>
<td>- Lake Itasca to Grand Rapids</td>
<td>Frost</td>
</tr>
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<td></td>
<td>- Grand Rapids to Brainerd</td>
<td>Schaubach</td>
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<td></td>
<td>- Brainerd to Elk River</td>
<td>Samp</td>
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<td></td>
<td>- Elk River to Hastings</td>
<td>Labovitz</td>
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<tr>
<td></td>
<td>- Hastings to Iowa Border</td>
<td>Mulry</td>
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<td></td>
<td>- Agriculture</td>
<td>Poster</td>
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<td></td>
<td>- Explore MN Tourism</td>
<td>Johnson/Offerman</td>
</tr>
<tr>
<td></td>
<td>- Historical Society</td>
<td>Kajer/Kelliher</td>
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<td></td>
<td>- Natural Resources</td>
<td>Murray/Wheeler</td>
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<td></td>
<td>- Transportation</td>
<td>Pafko/Zoff</td>
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<tr>
<td>4:50 p.m.</td>
<td><strong>Recognition of Distinguished Service to the Commission - Don Frerichs</strong></td>
<td>All</td>
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<tr>
<td>5:00 p.m.</td>
<td><strong>Wrap Up and Adjourn</strong></td>
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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.

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.
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 also 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.
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](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.
<table>
<thead>
<tr>
<th>Obj Code</th>
<th>Description</th>
<th>Budget</th>
<th>Total Pd/Pending</th>
<th>Encumbered</th>
<th>Available</th>
<th>Comments</th>
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<tbody>
<tr>
<td>1E0</td>
<td>Other Benefits (Per Diem)</td>
<td>$4,500.00</td>
<td>$1,585.00</td>
<td>$2,915.00</td>
<td></td>
<td>Commissioners: quarterly mtgs, MRPC Annual Mtg &amp; Semi-Annual Mtg, work group mtgs, Commission representation at events.</td>
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<tr>
<td>2A0</td>
<td>Space Rental, Maint &amp; Utility</td>
<td>$600.00</td>
<td>$534.00</td>
<td>$66.00</td>
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<td>Storage of MN-MRPC brochures. Also exhibit space, mtg room rental, etc.</td>
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<td>2C0</td>
<td>Printing &amp; Advertising</td>
<td>$5,500.00</td>
<td>$2,511.33</td>
<td>$2,988.67</td>
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<td>Local match for printing of FHWA grant marketing projects, Commission mtg copies, etc.</td>
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<td>Prof/Tech Services</td>
<td>$24,500.00</td>
<td>$18,375.03</td>
<td>$8,166.68</td>
<td>$131.96</td>
<td>Administrative contract for 7/10 through 6/11. Donations received (for maps/brochures) are added back into this code. $132 rcvd to date.</td>
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<td>2D0</td>
<td>Prof/Tech Services</td>
<td>$9,000</td>
<td>$3,515.80</td>
<td>$5,484.20</td>
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<td>Local match (20%) for FHWA grant project work, other special projects</td>
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<td>Communications</td>
<td>$1,700.00</td>
<td>$1,272.67</td>
<td>$427.33</td>
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<td>Website hosting, stats, minor updates. Postage/deliveries. MN MRPC phone line.</td>
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<td>In-State Travel</td>
<td>$8,272.46</td>
<td>$2,423.36</td>
<td>$5,849.10</td>
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<td>Commissioners/Advisors/Staff: quarterly mtgs, work groups, events.</td>
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<td>Out-State Travel</td>
<td>$7,000.00</td>
<td>$2,360.11</td>
<td>$4,649.89</td>
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<td>MRPC Annual &amp; Semi Annual Meetings</td>
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<td>2J0</td>
<td>Office Supplies</td>
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<td>$259.22</td>
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<td>General office supplies for Commission projects.</td>
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<td>2K0</td>
<td>Equipment</td>
<td>$400.00</td>
<td>$400.00</td>
<td>$400.00</td>
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<td>Equipment for GRR video project - match to federal grant funds. Also rental of A/V equipment for meetings.</td>
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<tr>
<td>2L0</td>
<td>Employee Development</td>
<td>$-</td>
<td>$-</td>
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<td>In-state training/conference registrations.</td>
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<td>Other Costs (MRPC Dues)</td>
<td>$15,000.00</td>
<td>$15,332.49</td>
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<td>2011 National MRPC Dues, tent rental for historic property ribbon cutting</td>
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<td><strong>TOTAL:</strong></td>
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<td>$76,772.46</td>
<td>$47,940.57</td>
<td>$8,166.68</td>
<td>$22,838.88</td>
<td>Budget included 66,000 allocation plus carry-over from FY '10</td>
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**Open Grants**

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<th>Total Balance</th>
<th>Fed Share</th>
<th>Local Match</th>
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<tr>
<td>FHWA Interpretive Panels</td>
<td>49,732.75</td>
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<td>FHWA Seed Grant</td>
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<td>FHWA Marketing Grant</td>
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<td>12,803.78</td>
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*Plus 2011 EMT Grant of $2,250 5299.24*

**Projection to Year End**

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<thead>
<tr>
<th>Description</th>
<th>Budget</th>
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</table>
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,

Sheldon Johnson, Chair

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
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. Application forms and position descriptions are on file from the 2007 elections and can be used as reference.

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

Livability • Sustainability • Responsibility

byways.org • bywaysresourcecenter.org • bywaysonline.org
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**
- North Dakota Scenic Byways and Backways
- Great River Road – Mississippi River Parkway Commission of Minnesota
- Woodward Avenue Action Association
- Schoodic National Scenic Byway

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:

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.
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.

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.

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.

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.
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 noon 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)

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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.

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**Minnesota Byway Experiences**

**– Pre-Conference Workshop Tours**

**Hosted by Byways in the Minnesota Scenic Byways Program**

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**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.

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**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.

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Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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

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

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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.

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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 partner 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.

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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 TXT 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 GOCACHING 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: Visitor Experience  
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-Felion, 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 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.

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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

Speaker: 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 Area: 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 Area: Corridor Management

Travel along the St. Croix Scenic Byway and learn how the byway organization is working to protect the viewsesh. 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 Area: 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.
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 Milkie, 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: LEELEANAU 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.
Field workshops run concurrent with classroom workshops. Carefully check departure and arrival times to plan your conference learning experience.

**FIELD WORKSHOP 6:**
**INTERPRETING NATIVE-ANGOLO 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 Areas:**
- 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!

**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:*** 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, PC

***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 Overton, 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.
**Session J**

**Wednesday, August 24**

**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, interpretive themes—your byway's building blocks—are the foundation for marketing, developing and sustaining your byway for years to come. Learn how and why you should use interpretive 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 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 organization and community'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 fast 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:** Visitor Experience

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 Salveson, 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 GECACHING 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, 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.

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, Schmeckle 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. 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

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference
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 Highways 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.

Biking The Grand Rounds (SUNDAY) …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….. $45 = ……………
Adventures From The Glacier’s Edge - The Historic Bluff Country National Scenic Byway (FRIDAY, SATURDAY and SUNDAY) 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Choose Your Workshops

**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.

**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 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.

**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: Developing 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 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
- 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, 3:30 p.m. – 4:30 p.m.
Please note: These are all ADVANCED CLASSROOM SESSIONS.
- H1: Culinary Agritourism And America’s Byways
- H2: 3 Cs of State/Tribal Relations: Communication, Coordination, Consultation
- H3: The Minnesota Model Of Measuring Economic Impact
- H4: Developing A Byway Website
- H5: Getting Off The Car And Stay For Awhile
- H6: Project Management For Successful Byway Projects

**Roundtable Sessions**
No registration required for Roundtable Sessions.

**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)

**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 M:** 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.

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.

Visit www.BywaysResourceCenter.org to register for the 2011 National Scenic Byways Conference

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

**Paul Bunyan Scenic Byway**
www.paulbunyanscenicbyway.org

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

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

**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.minneapolisparks.org/grandrounds/

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

☐ I would like to make a future pledge of $_______ on ______________.
  (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.
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
- Grand Rapids to, but not including, Brainerd
- Brainerd to, but not including, Elk River
- Elk River to, but not including, Hastings
- Hastings to the Iowa border

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:  
- Department of Transportation  __________
- Office of Tourism  __________
- Department of Natural Resources  __________
- Minnesota Historical Society  __________
- Minnesota Indian Affairs Council  __________
- Mississippi Headwaters Board  __________

National Agencies:  
- Army Corps of Engineers  __________
- Fish & Wildlife Service  __________
- National Park Service  __________
- U.S. Forest Service  __________
- Mississippi River Trail  __________
- Audubon Society  __________

Local Agencies:  
- Tribal Councils  __________
- Convention & Visitors Bureaus  __________
- River 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: ____________________________