**Oregon Parks and Recreation Department**

**Scenic Bikeway Committee**

Date: September 18, 2018

Time: 9:30 AM to 11:00 AM

Location: Oregon Parks & Recreation

725 Summer St, Suite C

RM 241

Salem, OR 97301

Attending Committee Members:

*In person*: Richard Meyers, Sandra Hikari, Allison Graves, Brian Worley; *via telephone*: Liz Rickles, Natalie Inouye, Bonnie Lippitt

Staff and Guests:

Nicole Sprecher

Minutes

1. 10 Year Anniversary
   1. The Scenic Bikeways Program is celebrating it’s 10th anniversary in 2019. Committee is currently working on the celebration, what they want to do in 2019, and possibly beyond. Planning broke down into three sections: Who is the audience, resources, and funding.
2. Who is the Audience
   1. Current and potential bikeway riders
   2. Bikeway proponents and communities
   3. Media and people across the state interested in the program
   4. ODOT, Travel Oregon, Oregon Parks and Recreation all would like to be involved, since this is their program.
3. Resources [ACTION]
   1. The Committee initially thought about developing a ‘passport’ to celebrate the Scenic Bikeways, but the idea seemed a little too cumbersome.
   2. The idea is to coordinate this effort with the current Oregon Outdoor Recreation Initiative that is addressing the media. The Committee would parallel what they are doing with what the current Outdoor Recreation group is already doing, that way there is coordinated messaging.
   3. Sandra is going to look into updating ODOT’s Bike Etiquette booklet with some information about Oregon’s Scenic Bikeways.
   4. Nicole is going to gather information about current event rides happening on the Scenic Bikeways.
   5. The Committee is reach out and see if there would be any interest in hosting a Policymaker’s Ride on the Willamette Valley Scenic Bikeway.
      1. Richard will reach out to Floyd Prozanski.
   6. Even though there is no proponent conference scheduled for 2018, Committee members would still like to reach out and engage with proponents to see what they are planning for their bikeway, and possibly get some spotlight stories to share.
      1. The Albany group on the Willamette Valley Scenic Bikeway is attempting to promote bike tourism on that bikeway.
   7. There was some interest in maybe nominating the program for an award next year, such as at the Governor’s Conference or at the Tourism Conference.
   8. Nicole will check with the Communications Division of OPRD to see if they would be interested in working with Travel Oregon to develop a media release.
4. Funding [ACTION]
   1. Committee believes that they should just ask Travel Oregon for some funding for this celebration vs submitting a grant request.
5. Draft Anniversary Plan [ACTION]
   1. Allison and Bonnie will clean up the draft plan, and resend it to the group.
   2. The plan for the anniversary is as follows:
      1. Having one big event to celebrate.
      2. Promote smaller events happening around the state.
      3. Have media coverage/media kit available to our partners and stakeholders, and have it done by January 2019.
      4. Some kind of tangible piece – sticker, patch, pins, etc.

Meeting adjourned at 10:58 AM.