

Byway Organizations

“Secret Ingredients”

- “Secret Ingredients” focusing on three main areas for successful Byway Organizations:
- Team Effort
- Know your Byway Partners
- Follow instructions

Secret Ingredients

Every Byway Organization needs to learn about the “Secret Ingredients” that will or has made their Byway a success , as the Coulee Corridor National Scenic Byway has. And with all good recipes and especially with those that include “Secret Ingredients” it’s not only the ingredients, but how they are added. Are they folded in, added one drop at a time, mixed in with the Kitchenaid Mixer until they are homogenized into the organization, or spread on top as Icing on a cake?

Team Effort

Using the Byway basic foundation, of all the
byway communities along your byway route
working together as a team and
Communicating,
Communicating,
Communicating!

THE BYWAY BEAT



SUMMER 2009

Official Newsletter of the Coulee Corridor

THE BYWAY BEHIND THE SCENERY

Washington State Scenic Byways Program under WSDOT is working on a new strategic plan, Washington's Scenic and Recreational Highways System Plan Update. It is part of Washington's Transportation Plan looking 20 years to 2030. There is an expected population growth of 1.7 million people, an older population: 20% over 65 years old, reduction of greenhouse gas emissions by 25% below 1990 levels, and declining gas tax revenue along with innovative ways to move people and goods.

Why have a plan?

- To ensure a shared goal for Washington's Scenic and Recreational Highways
- Raise awareness of needs
- Be strategic with limited resources
- Provide information to the legislature and meet state and federal planning requirements

Partnership Opportunities:

- Strengthen partnerships among stakeholder agencies and organizations
- Strengthen ties between Corridor Management Plans, local comprehensive plans, and other transportation plans
- Strengthen ties to new 2009 legislation related to stewardship and adaptation planning/climate change (this last part causes some concern as we embrace VMT-vehicle miles traveled)



Washington's Scenic and Recreational Highways are 3000 miles of the state's total of 6300 miles. The goal for plan completion is early 2010. Issue papers and reports will be developed between now and then covering: Policies and Procedures, Needs and Performance Measures. These papers will form the basis for the plan.

There is good news for the Coulee Corridor Scenic Byway, as it is designated a National Scenic Byway, it is very unlikely that it would be touched if efforts were made to de-designate Scenic or Recreational Highways. We also have been assured that any actively supported Byway is safe.

On July 15, 2009, Coulee Corridor Consortium representatives (Tim Alling, Ken Caylor, and Harry Hayter) traveled to Olympia to attend the first Steering Committee Meeting, there were many byway organizations represented at this meeting, in a strong showing of grassroots strength and concern for our Washington State Scenic Byways Program. At the end of the meeting, there was discussion between the Byways representatives to form a statewide "Scenic Byway Alliance," this organization would represent all Byways in Washington State and give byways a voice at the state level. Also, there is a push by Byway folks to move the Byway program to Tourism.

- Tim Alling, Chair CCC

Scenic and Recreational Highways Plan website...
<http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/BywaysPlan.htm>

Consortium Officers

Tim Alling ~ Chairman
Ken Caylor ~ Vice Chairman
Birdie Henaley ~ Secretary
Deb Guttormsen ~ Treasurer

Contact Information

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Coulee Corridor Coordinator
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Down the Road

All Meetings begin at Noon

August
eNewsletter

September 18
Michael's on the Lake
Moses Lake

October 16
Breadline Cafe
Omak

November 20
Banks Lake Brew
Coulee City

Team Effort

- Who is on your team?
- Who should be on your team?
- Who would you like on your team?
- Who would strengthen your team?
- Who could be strengthened by being on your team?

Team Effort

- Team member recruitment?
- Team member training opportunities?
- Team communications?
- Team Goals?
- Does your Team Celebrate Success?

Team Effort

- Does your team have a Captain or Captains?
- Assistant Captains?
- Trainers?
- Water Boys/Girls?

Know your Byway Partners

- What is a partner?
- What are the resources of your partners?
- What are the limitations of your partners?
- Who are your partners?
- How can your Byway Organization help your partners?

STATE PARKS ENVISIONS NEW VISITOR CENTER

Washington State Parks is in the final stages of completing conceptual plans for the Dry Falls Visitor Center site and a new visitor's center. The conceptual plans were developed around the belief that the Dry Falls Visitor Center should be a world-class facility to highlight the events and resulting landscape associated with the Ice Age floods. The Dry Falls Visitor Center, a major amenity of the Coulee Corridor National Scenic Byway, will become an even greater attraction through the newly created Ice Age Floods National Geologic Trail that passes the site, originating in Montana and passing through Idaho, Washington, Oregon, and terminating at the Pacific Ocean.

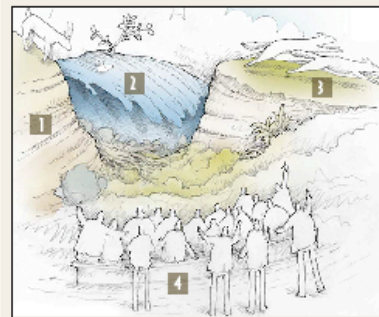
The newly planned Dry Falls Visitor Center is envisioned to be an exciting place for kids and adults to have memorable experiences and to have hands-on learning opportunities related to physics and geology. Project designers are proposing a 40-seat immersive theater (illustration below) with spectacular images, vivid storytelling, superb animation, and

dramatic musical scores, all to provide a visitor experience of being in an Ice Age flood event. Exhibit display galleries will tell stories of volcanic activity, basalt flows, and Ice Age floods, as well as cultural and natural history legacies of the floods and the regional landscape.

Although the proposed Visitor Center would be a visitor destination attraction, it would also promote/encourage visitors to experience the real Ice Age flood features at Sun Lakes-Dry Falls, Potholes Reservoir, and Steamboat Rock State Parks, as well as other regional locations.

Funds are needed to convert the conceptual plans into detailed design/construction plans and specifications and the ultimate site, building and interpretive displays/exhibits construction. Partnerships with the National Park Service, Ice Age Floods Institute and the Coulee Corridor National Scenic Byway are being explored by State Parks.

-Bill Fraser, State Parks



Immersive Theater Illustration

- 1) Modeled rockwork & debris
- 2) Rear projection of flood images
- 3) Modeled animals appear from behind theatrical scrim
- 4) Bench seating for 40 visitors

BY the WAY

CCC Interpretive Panels Beautify the Byway... Four new interpretive panels will make their debut this fall at the Lake Lenore Caves. During the last year, a CCC Committee together with State Parks have been working diligently creating informative panels that will add to the experience of the Caves. The panels will feature information on geology, history/culture and the landscape of the area. The panels will be set on basalt bases which add to their curbside appeal.

The committee and parks incorporated the newly-adopted Coulee Corridor Design Guidelines. In fact, these Guideline's colors and design will be used in every project along the byway in an effort to establish continuity and a sense of branding along our majestic byway.

This project was made possible through the grant funds the CCC received and the volunteer time from many members and partners who support the byway. A job well done for the Coulee Corridor National Scenic Byway. Remember to step on the brakes in late October and check them out!!

We'll be back along side the Byway in September, picking up litter as we continue the Adopt-a-Highway program. We would love to have you lend a hand! We'll supply the vests, hardhats and gloves. Contact Corinne Isaak for more details.



The Coulee Corridor Consortium is a 501 c 6, non-profit organization. Annual Memberships cost the following... Individual \$15 ~Family \$25 ~Business \$50. Funds raised are used to promote tourism along the byway. Let's collaborate in an effort to increase the knowledge of our history, recreational opportunities, scenery, and culture along the Coulee Corridor National Scenic Byway.

Follow Instructions

This applies to Byway Organization development and operation

- Use your Corridor Management Plan (CMP)
- Grant Applications
- Award Applications
- Direction from your State Scenic Byways Coordinator
- Your Byways Resource Center Specialist