



Vermont Scenery Preservation Council

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MINUTES SUBJECT TO CORRECTION BY THE SCENERY PRESERVATION COUNCIL. CHANGES, IF ANY, WILL BE RECORDED IN THE MINUTES OF THE NEXT MEETING OF THE COUNCIL.

**SCENERY PRESERVATION COUNCIL
MINUTES OF MEETING
NATIONAL LIFE BUILDING
FOURTH FLOOR, CONFERENCE ROOM #1
MONTPELIER, VERMONT
October 29, 2007**

MEMBERS PRESENT: Jill Michaels (Chairwoman)
Lew Sorenson
Matt Langham
Tordis Isselhardt

MEMBERS ABSENT: Sen. Hull Maynard
Rep. Deb Evans
Danielle Fitzko
Diane Gayer

STAFF: John LaBarge

OTHERS PRESENT: Steve Gladczuk, CVRPC
Dan Senecal-Albrecht, Lake Champlain Byway
Adam Lougee, Lake Champlain Byway
Steve Cook, VDTM
Marianne Riordan, Recording Secretary

1. CALL TO ORDER and APPROVAL OF MINUTES

Jill Michaels called the meeting to order at 1 p.m.

Approval of September 24, 2007 Minutes & October 18, 2007 Public Hearing Minutes

MOTION by Lew Sorenson, SECOND by Matt Langham, to approve the minutes of 9/24/07 with the following corrections:

Page 2, top of page, second line – change “off” to “of”;

Page 2, Item #3, FY08 Work Program, 1st paragraph, 2nd sentence – insert the word “and” after the word “Marketing”.

VOTING: unanimous; motion carried.

MOTION by Lew Sorenson, SECOND by Tordis Isselhardt, to approve the minutes of the 10/18/07 public hearing on the Mad River Byway with the amendment to connect the paragraphs where Mr. Mott expressed concern about Buel's Gore and expressed support for the designation and the wish to support the Mad River towns by seeing the byway proceed. VOTING: unanimous; motion carried.

2. ROUTE 100 BYWAY DESIGNATION RECOMMENDATION

Steve Gladczuk, Central Vermont Regional Planning Commission, noted changes to the corridor management plan to include correcting the spelling of "Wait House", a statement relative to updating the plan every five years, and improving safety and parking in the area of the byway.

MOTION by Lew Sorenson, SECOND by Tordis Isselhardt, to recommend approval of the Route 100 Byway designation to the Vermont Transportation Board with the modifications to the corridor management plan as presented. VOTING: unanimous; motion carried.

John LaBarge will schedule a meeting with the Transportation Board.

3. STEVE COOK, VDTM, re: CULTURAL HERITAGE TOURISM COORDINATOR POSITION

Steve Cook explained the position and role of Cultural Heritage Tourism Coordinator in the Tourism & Marketing organization. The position was established five years ago to oversee and coordinate programs and designate cultural tourism organizations around the state. VDTM recognizes the cultural heritage traveler as staying longer in the state and spending more money in the state. The Cultural Heritage Tourism Coordinator will work to enhance the experience. Presently VDTM is working on the upcoming Lake Champlain Quad-Centennial Celebration and other programs about Vermont, its history and cultural heritage. Catherine Brooks as the Cultural Heritage Tourism Coordinator is enthusiastic about the position and reviving the cultural heritage board. The plan is to work with organizations around the state to generate a board that will work with the position to enhance the existing program and work in collaboration. The goal is to create a strong committee of organizations and leaders to provide feedback to Ms. Brooks and provide assistance with programs to promote the state. The CHTAC [Cultural Heritage Tourism Advisory Council] will help the Cultural Heritage Tourism Coordinator in the development of themed ideas in areas needing strengthening and promotion in the state. The quad-centennial program has been a good start. Once the quad-centennial program is concluded then Ms. Brooks will focus 100% on the cultural heritage tourism program and the five themes.

Tordis Isselhardt gave a brief history of the cultural heritage position and the role of the board in her experience. Jill Michaels asked about coordination with the Scenery Preservation Council. Mr. Cook stated there are frequent meetings with John LaBarge and opportunity for promotion of Vermont scenic programs as well as coordination of efforts. Mr. Cook assured he wants to keep the lines of communication open. Ms. Michaels suggested a representative from VDTM attend SPC meetings. Josh Besse and Jane Lendway were added to the SPC mailing list.

John LaBarge stressed the need to promote byways to get a better return on the dollar spent in the state. The collective effort to partner with divisions and coordinate efforts to promote the state was mentioned. Dan Senecal-Albrecht pointed out corridor management plans make note of sites of

significance, but do not contain much information about them. Coordinating information will result in a more complete database.

4. LAKE CHAMPLAIN BYWAY (RE)DESIGNATION

Dan Senecal-Albrecht and Adam Lougee discussed designating the Lake Champlain Byway in total rather than in segments (i.e. reviewing a corridor management plan for the entire corridor). The byway passes through eight Chittenden County communities. There are three different corridor management plans approved as part of the Lake Champlain byway (in Addison County, Chittenden County, and Grand Isle). Jill Michaels confirmed the SPC views the Lake Champlain Byway as a whole and considers each town a component. Dan Senecal-Albrecht explained it is envisioned in the long term to have a preamble incorporating the three counties that bring the three corridor management plans together. Currently, the resolutions can be updated declaring the town is part of the byway via selectboard signature, but the issue is how to incorporate new towns (segments of the byway) without having to redo the corridor management plan. The idea is to make re-designation as simple as possible. There was discussion of the byway designation process. John LaBarge stated the guidelines can be amended to simplify re-designation. Adam Lougee suggested towns wanting to join the byway will agree to the Lake Champlain Corridor Management Plan and offer additional information pertinent to their locale. Matt Langham cautioned that a blanket designation is not prudent. Each plan needs to go through the SPC process and hearings as well as receive designation from the Transportation Board. Dan Senecal-Albrecht suggested a resolution be signed by the towns to join the byway and follow the Lake Champlain corridor management plan. Adam Lougee suggested the entire byway be re-designated so all the corridor management plans for all the segments (towns) are on the same timeframe (five year renewal).

Lew Sorenson commented the corridor management plan for the Lake Champlain byway needs updating (Mr. Senecal-Albrecht will do this). A designated route or corridor needs to be identified. Also, an explanation could be given on how to join the byway and how to form efficient packages for the Lake Champlain Byway Board, the SPC, and the Transportation Board. It was noted the Transportation Board makes the official designation, the SPC makes a recommendation on the designation. The SPC approves reauthorization. The Transportation Board can also un-designate a byway. Designation of individual towns must go to the Transportation Board

Dan Senecal-Albrecht will confirm the intent of the towns to be part of the Lake Champlain Byway before the SPC renews the designation in January. Jill Michaels stated the SPC would like to see what has been done in the Chittenden County portion of the byway. A slide show of salient features of the towns wanting to come on board would be helpful as well. Adam Lougee mentioned the towns interested in joining the byway include Middlebury (extending their portion on Routes 30, 7, and 125 to its borders) and Cornwall on Route 30. Effort is being made to get towns on board so the byway is continuous. Mr. Lougee suggested when the SPC renews the Lake Champlain Byway any towns that want to be added should be allowed (i.e. the objective being to fill in the byway) and then go through the Transportation Board process. The redesignation of the Lake Champlain Byway and the towns involved to date should all be in February, 2008 so all are on the same renewal timeframe (five years).

5. REVIEW CHANGES TO WORK PLAN

The draft of the work plan showing the changes discussed at the last meeting was reviewed. The changes were incorporated as presented. Per Item 1.B of the Work Plan, John LaBarge will schedule a

meeting with the UVM Transportation Center to discuss goals and programming. There was discussion of the membership on the Council. The Governor's website needs to be updated to reflect current information. Names of potential candidates for membership on the SPC should be submitted.

6. BROCHURE AND WEBSITE

The SPC website was reviewed. There was agreement the website needs "sprucing up". Suggested wording changes include stating the Council meets on a regular basis, noting the minutes posted on the website are a draft copy until approved by the Council, adding captions under the pictures on the website, adding a section on "byway news", changing the website contact name, and adding more pictures of byways in the state. Tordis Isselhardt will update the text.

Review of the brochure was postponed until the next meeting.

7. POWER POINT PRESENTATION ON BYWAYS

Postponed due to time constraints.

8. OTHER BUSINESS

None.

9. NEXT MEETING/AGENDA ITEMS

Next Meeting: January 21, 2008 (tentative), February 4, 2008 (back up date)

Agenda Items:

- Lake Champlain Byway Re-designation
- Brochure
- Planning Session (with UVM Transportation Center)
- Update on National Byway Conference
- Power Point Presentation on Byways

10. ADJOURNMENT

MOTION by Matt Langham, SECOND by Lew Sorenson, to adjourn the meeting. VOTING: unanimous; motion carried.

The meeting was adjourned at 3:20 p.m.

RScty: M.E.Riordan.