

II. UPDATE ON ONGOING GRANT PROJECTS

Mark Chura led the discussion of grant projects, breaking them into categories: Reports and Plans, Byway Enhancements, Tourism and Interpretation, and Communications and Outreach. Two completed documents were circulated for the committee to review. The "Report on the Historic and Living Resourced along the Kennett Pike and Montchanin Road", which was completed by the Historical Society of Delaware, and "Scenic Stewardship: A Plan to Preserve and Enhance the Landscape of the Brandywine Valley Scenic Byway", which was authored by Susan Barton, Rick Darke and Gary Schwetz. Sam Hobbs committed to copying and distributing the documents to committee members.

A discussion of the Columbus Inn project ensued. Gary Linarducci gave an update on the project. On Tuesday, a vote to zone the property for a maximum of 5 stories passed. City residents hoped that the City Council would vote to limit it to two stories. The current owner has proposed to run it as a restaurant in the current structure, which the neighbors are in favor of; however, they would like to see it zoned R2.

Mark Chura brought up the point that height should not be the only consideration, but that architectural standards should be factored in as well. Recommendations for design should also include factors such as setbacks and view shed impacts.

The forth report, which is underway, is the Architectural Design Guidelines for the Byway. Sam Hobbs commented that this should be a high priority. David Shields cautioned against the committee putting themselves in the position of the "taste police" and indicated that enforcing architectural guidelines is very difficult. He suggested that these be macro recommendations and not too detailed. Gail Van Gilder stated that these are voluntary design guidelines.

Sandra James asked if there are national models for such guidelines and Gail Van Gilder indicated that there are examples from other national scenic byways across the country. Gary Linarducci suggested that architects and landscape architects should be engaged. Mark Chura indicated that DGI is working with two architects and hopes to get the guidelines into New Castle County recommendations or guidelines.

A discussion of how best to stay on top of development plans that would impact the Byway ensued. Sarah Willoughby suggested that she invite Mark Chura to a regular meeting led by Chris Coons that has development plans as part of the agenda.

Mark Chura reviewed the last plan, which is awaiting DelDOT approval, the Context-Sensitive Road Design Guidelines and Scenic Conservation Plan. DGI, the Conservation Subcommittee and a consultant team are leading this plan.

Under Byway Enhancements, Mark Chura reviewed two completed projects: the Centreville School Entrance Enhancement, which DGI, the Centreville School and The Delaware Center for Horticulture are partnering to accomplish, and the Centreville Overlay.

For Tourism and Interpretation there were two grants:

The first was for the Visitors Guide to the Brandywine Valley National Scenic Byway, which is complete and was unveiled in October through a press release. The 19-page full color brochure is being disseminated through the Greater Wilmington Convention and Visitors Bureau and is available as a pdf file on the DGI website home page.

The second is a Byway Interpretive Display, which Gail Van Gilder explained was envisioned as a traveling “exhibit booth” or tabletop display to represent the BVNSB. We currently have a \$10,000 grant funds allocated for researching and developing a design for the exhibit. The committee discussed the possibility of using this grant to create a more technologically sophisticated tool, such as a video “tour” that could be downloaded to an iPod. It was thought that this is something the museums could help sponsor with obvious marketing benefits for them. Chris McEvelly felt that this could be used more broadly as an education tool for businesses and schools. Sarah Willoughby said that phone information technology is being developed for four stops on the byway. A suggestion was made that we try to get filmmaker Ken Burns to work on a video of the Byway. Burns is a University of Delaware graduate.

To cover the final category of Communications and Outreach, Mark Chura introduced Sandra James, who will be responsible for Public Affairs for the Byway. Sandra James is working for DGI to execute this grant, and brings more than a decade of experience in Public Affairs, predominantly in the pharmaceutical industry; she is also a resident of the Byway and a member of Citizens for Responsible Growth.

Sandra James presented the 2010 Public Affairs Plan for the Byway, which was included in the binder for all committee members. The plan reflects the objective of the grant: to increase tourism, funding and stewardship for the BVNSB, and also incorporates the objective of increased awareness for DGI and its role with the Delaware Byways. The strategy is to educate the public about the Byway through consistent and current messages, both directly to key audiences, such as businesses, community organizations, community members and visitors, but also through the media. Sandra James discussed tactics underway and planned, such as the redesign

of the DGI website to incorporate a site for the BVNSB (underway), requisite marketing communications and media relations, as well as a sponsored event. The potential event discussed was an Art Show and Auction, modeled after one hosted by a New England conservation society. Sandra James proposed Ronald Bauman Antiques as the location for the show.

The Art Show Concept was discussed and concerns about reaching the correct audience and whether it could be accomplished with little awareness of the Byway were raised. David Shields expressed an interest in starting with grassroots marketing first to raise awareness before tackling a sponsored event. Gary Linarducci offered the Friends of Wilmington Parks as a good group with which to coordinate for the event. Sarah Willoughby suggested visiting small businesses along the Byway and providing marketing material such as stickers to put in their windows that say "Proud Byway Supporter" to foster a sense of pride in the Byway. All comments were duly noted.

Chris McEvelly suggested a short-term/long-term matrix of goals for our committee to accomplish.

A question about signage for the BVNSB came up and Mark Chura explained that Delaware was going through a rebranding process, but that there are signs in several spots along the Byway.

III. DISCUSSION ON FORMATION OF EDUCATION/TOURISM AND LAND USE/TRANSPORTATION SUBCOMMITTEES

There was a vote and all members present were in favor of the two additional subcommittees. Sarah Willoughby, Ledee Wakefield and Halsey Spruance (not present, representing the museums on the Byway) volunteered, or were recommended, to sit on the Education and Tourism Subcommittee. Chris McEvelly, Gary Linarducci, Bob Wiener (not present, representing County Council), and Gail Van Gilder volunteered, or were recommended, to sit on the Land Use and Transportation Subcommittee. It was agreed that each committee should have 6-10 members. Gail Van Gilder suggested that the Education and Tourism subcommittee handle the interpretive display.

Mark Chura reported that the Conservation Subcommittee met on November 2 and voted to recommend an amendment to the designated Byway corridor to include a loop featuring Route 92 (between Routes 202 and 100), Ramsey Road, Brandywine Creek Road, and Smith Bridge Road (from the PA line to Route 100). This recommendation was made with the intention that the Management Committee

take up this issue and, if a favorable vote ensued, that DelDOT consider this request and approve the process to begin the designation effort. The Management Committee approved the Conservation Subcommittee recommendation unanimously. DelDOT will be approached to begin the process of nominating the "Route 92 loop" on both the State and National Scenic Byway levels.

V. OPEN DISCUSSION OF COMMITTEE MEMBER ISSUES OF IMPORTANCE

Sam Hobbs brought up the issue of how to communicate internally. It was agreed that some sort of document management system would need to be employed. Google Calendar was suggested because of its password-protected capability to handle attached documents. Mark Chura will make all members aware of the password for DGIs Google Calendar.

VI. NEW BUSINESS

There was agreement on the following next meeting dates:

1st week February 2010

2nd week May

2nd week September

1st week December

