

Summary Notes and Brainstorm Items
Closing Session, Illinois Byways Workshop
Galena Illinois
May 13, 2009

List one thing that concerns you about the future:

- Our resources and volunteers are stretched too thin
- Lack of interest by young people
- Changing landscape of our municipalities (politics, strategy, etc.)
- Communities dropping in/dropping out
- We need to get more community buy-in to our byway
- Delivering projects: We have projects in the works, the length it takes to implement those projects, and maintaining the momentum on those projects
- Getting collaboration and political support from various players
- Our byway's changing organization transition
- Need to get more and more collaboration from different partners
- The future and need for more support for the National Scenic Byways Program
- Funding: Paying for administrative costs
- Funding: The FHWA selection process

List a Success on your Byway that you are most proud of:

- Dealing with adversity: our approach when faced with reductions in volunteer staff
- Our overall media coordination and outreach
- Boat Tour (MOTGR)
- Our efforts to build our brand (IRR)
- Released an updated Visitor Guide (ILH)
- Getting our Twitter address on airline boarding passes flying to St. Louis (MOTGR)
- Coordinating our Brand with specific businesses (Rt 66)

List one thing that you learned or are going to implement as a result of one of the sessions:

- We can use our volunteers in very creative ways, it doesn't have to be just 'handing out flyers'
- Expand the use of Facebook on our byway
- Research alternative grant and funding sources
- Look out how we communicate with visitors (i.e. details, icons, downloadable maps, etc.
- Check into the Historical Registry
- Conduct a wayshowing needs grid
- Create a Twitter account (2)
- Improve and enhance IDOT's Byway link on their website
- Explore Tax Benefits of Historical Preservation
- Improve the GRRNSB Website
- Update our website to show people doing something
- Drive the Byway taking a 'Visitors Eye'
- Get funding commitment up-front
- Maintain a list of engaged contacts
- Fundraise earlier on projects

Considerations for downloadable maps and ways to make them better:

- Include mileages to, from, and along the byway
- Make your logo very apparent
- Provide contact info to someone who can answer questions
- Describe how you get to the byway from key locations around
- Provide a legend
- Use reference numbers or mile markers to locate sites
- Brief descriptions of side trips, if you have them noted, in a one-page downloadable format
- Use icons instead of colors as a delineating mechanism
- Use icons in a consistent manner (i.e. for visitor centers)
- Don't show too many sites, only focus on the real important or major sites, or featured sites
- If you don't show all sites, include a list of the possible sites
- Show public Restroom locations or information