

# **Route 66: The Road Ahead Initiative 2016 2nd Quarter Update Report & Next Steps**

**Prepared by Mr. Bill Thomas  
Steering Committee Chair, Route 66: The Road Ahead Initiative  
July 18, 2016**

## **Overview**

2016 is half over. It has been a busy and productive six months for our Route 66: The Road Ahead Initiative.

As noted before, the primary purpose of The Road Ahead Initiative is to create a collaborative organization that represents and speaks with one voice for all Rt. 66 organizations and stakeholders.

Towards that end, those involved in, and impacted by, the mission and goals our organization is striving to accomplish must be kept informed. The 2016 2nd Quarter Update Report is designed for that purpose. It provides specific updates on what has been done over the past three months since the release of the 2016 1<sup>st</sup> Quarter Update Report as regards our organization's mission and each of its stated goals.

As you read this report, we hope you gain a sense of what our Route 66: The Road Ahead Initiative is and what we are working to achieve.

We welcome and encourage feedback and questions regarding The Route 66: The Road Ahead Initiative in general, and this 2016 2nd Quarter Update Report in particular. Please feel free to forward your thoughts, questions, ideas, and suggestions to:

rt66theroadahead@gmail.com.

Finally, as you read this 2016 2nd Quarter Update Report, we hope you are motivated to become even more involved in the work that awaits us on the road ahead.

Onward and upward...

Bill Thomas, Steering Committee Chairman  
The Route 66: The Road Ahead Initiative

**Report on Work Undertaken on the Goals of The Route 66: The Road Ahead Initiative  
During April, May, and June of 2016, along with Next Steps Planned for the Remainder of 2016**

The goals of our organization are designed to achieve a set of desired outcomes, which in turn, are based on our mission.

The mission of The Route 66: The Road Ahead Initiative is:

*To revitalize and sustain Route 66 as a national icon, for the benefit of all Route 66 communities, travelers, and businesses/attractions, through collaborative partnerships focused on promotion, preservation, research/education, and economic development.*

Following is a list of the outcomes we are working to achieve, along with the goals designed to help us achieve those outcomes. Presented below is an update on the status of each goal as of the end of the 2nd Quarter of 2016, along with next steps for the rest of this year.

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 1.1</b> – Establish one professionally-led, representative body with a board initially appointed by the Route 66: The Road Ahead Initiative Steering Committee, to deliver on strategic outcomes/goals, convene meetings, act as a central resource, and represent the whole road.</p>	<p><b>6/30/16 Update Report:</b> Articles of Incorporation for our new organization were approved by the State of Illinois in early June. Our organization is now officially registered as a corporation per the name: “Route 66: The Road Ahead Initiative, NFP”.</p> <p>Progress was made during 2<sup>nd</sup> Quarter recruiting people to serve as Board members, Chairs of Working Groups, and members of our National Historic Trail Task Force and Financial Sustainment Task Force. See Addendum A for a spreadsheet that details the names of individuals who have agreed to serve in our new organization.</p> <p>As noted below, we have established a relationship with the American Indian Alaska Native Tourism Association [AINTA] in our efforts to create an American Indian Tribal Advisory Group. Aimee Awonohopay, Public Lands Partnerships Manager with AIANTA has agreed to serve on our American Indian Tribal Advisory Group. She has helped identify a potential Chair for this Advisory Group, and is helping us identify/recruit additional members to the Tribal Advisory Group.</p> <p>Also reported below, Jim Hinckley is helping coordinate a meeting at the inaugural European Rt. 66 Festival, designed to help establish an International Advisory Group. Invitations have been extended to a number of international Rt. 66 associations/organizations to attend this meeting.</p> <p>No progress to report this 2nd QTR on drafting by-laws for our new organization.</p>	<p>Initiate the process involved in becoming officially recognized by the IRS as a 501(c)(3) not-for-profit organization.</p> <p>Confirm a Chairperson for the American Indian Tribal Advisory Group and recruit the initial members of this group.</p> <p>Build upon the outcomes of the International Advisory Group introductory meeting held at the European Rt. 66 Festival to establish this group and get it started in its work.</p> <p>Finalize a set of By-Laws. Solicit support from the World Monuments Fund &amp; other organizations in putting together draft bylaws for our organization.</p>

	<p><b>3/31/16 Update Report:</b> Articles of Incorporation have been finalized and submitted to the State of Illinois. It is anticipated it will take 6-8 weeks for these documents to be processed and notice sent that our Route 66: The Road Ahead Initiative has been officially incorporated as a not-for-profit in the State of Illinois.</p> <p>Work was also undertaken during 1<sup>st</sup> QTR 2016 to identify and recruit members of the new Board of Directors that will be formed once the Route 66: The Road Ahead Initiative is incorporated. This Board will include a representative from each of the eight state Route 66 associations, the chairs of the five Working Groups, the Chairman of the Steering Committee, and – once hired – an Executive Director.</p>	<p>Finalize a set of By-Laws.</p> <p>Prepare/submit an application for 501(c)(3) not-for-profit status with the Federal government.</p> <p>Secure official not-for-profit status from the IRS.</p> <p>Finalize membership on the Board of Directors</p>
<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 1.2</b> – Leverage the resources of organizations such as the National Trust for Historic Preservation (NTHP), the National Main Street Center, and other organizations to assist with the achievement of the organization’s strategic outcomes.</p>	<p><b>6/30/16 Update Report:</b> See the Update Report below from the National Historic Trail Task Force for an update on moving forward with the National Treasure application to the National Trust for Historic Preservation.</p> <p>No progress to report this 2nd QTR on working to actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>	<p>Submit Part 2 of the National Treasure application to the NTHP.</p> <p>Actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>
	<p><b>3/31/16 Update Report:</b> See the Update Report below from the National Historic Trail Task Force for an update on moving forward with the National Treasure application to the National Trust for Historic Preservation.</p> <p>No progress to report this 1<sup>st</sup> QTR on drafting by-laws for our new organization.</p> <p>No progress to report this 1<sup>st</sup> QTR on working to actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>	<p>Submit Part 2 of the National Treasure application to the NTHP.</p> <p>Solicit support from the World Monuments Fund &amp; other organizations in putting together draft bylaws for our organization.</p> <p>Actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>

<p><b>Goal 1.3</b> – Build a budget and 3-year financial plan designed to initially underwrite the new Route 66: The Road Ahead Initiative organization.</p>	<p><b>6/30/16 Update Report:</b> See the 2<sup>nd</sup> QTR Update Report below from the Financial Sustainment Task Force.</p>	
	<p><b>3/31/16 Update Report:</b> See the 1<sup>st</sup> QTR Update Report below from the Financial Sustainment Task Force.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 1.4</b> – Also during 2015, a State Route 66 Associations Advocacy Working Group was established to help achieve the outcome of “Increased Collaboration” noted above.</p>	<p><b>6/30/16 Update Report:</b> The goal of the State Route 66 Associations Advocacy Working Group is to increase communication and coordination between the Route 66 state associations by sharing news and information, mutual problems, solutions, and other matters of importance, and to identify Route 66 needs/concerns and communicate them to the Board.</p> <p>During the second quarter, the Association Working Group representatives talked with their respective boards to select seats for the Association Working Group. The following members have been appointed to represent their states:</p> <ul style="list-style-type: none"> <li>• Route 66 Association of Illinois – Jerry Law</li> <li>• Route 66 Association of Missouri – Tommy Pike, President</li> <li>• Kansas Historic Route 66 Association-Route 66 Association of Kansas – Renee Charles, Pres.</li> <li>• Oklahoma Route 66 Association – Brad Nickson, President</li> <li>• Texas Old Route 66 Association – Dora Meroney, President</li> <li>• New Mexico Route 66 Association – Andy House, President</li> <li>• Arizona Route 66 Association – Mike Ward, Member</li> <li>• California Historic Route 66 Association – Sharon Foster, Vice President</li> </ul>	<p>Conduct a teleconference meeting of the Working Work in August, 2016 to:</p> <ul style="list-style-type: none"> <li>• Determine if the Purpose and Goals for the Working Group need to be modified in any way</li> <li>• Identify specific, initial actions the Working Group wants to take to begin working on the goals for this WG, with priority order determined, specific actions assigned to people, and due dates;</li> <li>• Discuss selection of a Chair for the Working Group.</li> </ul>
	<p><b>3/31/16 Update Report:</b> The State Route 66 Associations Advocacy Working Group met via teleconference in late February. Those in attendance included:</p> <ul style="list-style-type: none"> <li>• Jerry Law - Route 66 Association of Illinois</li> <li>• Tommy Pike - Route 66 Association of Missouri</li> <li>• Brad Nickson - Oklahoma Route 66 Association</li> <li>• Dora Meroney - Texas Old Route 66 Association</li> <li>• Andy House - New Mexico Route 66 Association</li> <li>• Glen Duncan - California Historic Route 66 Association</li> <li>• John Conoboy - Route 66: The Road Ahead National Historic Trail Task Force</li> <li>• Kaisa Barthuli - National Park Service, Facilitator</li> <li>• Bill Thomas, Chairman, Road Ahead Steering Committee</li> </ul> <p>The teleconference agenda included discussion of the Collaboration Workshops Final Report, discussion on the Road Ahead Annual Report and Next Steps, discussion on new</p>	<p>The group will continue to meet via teleconference during 2016 to identify specific goals for itself, and steps it will take to recruit and actively involve reps from each of the several State Rt. 66 Associations in this Working Group.</p> <p>Participants from all of the Rt. 66 Association groups will submit names for Board reps, individuals to act as “Local Champions”</p>

	<p>organizational structure - including specifically:</p> <ul style="list-style-type: none"> <li>• How will State Association Board members be appointed?</li> <li>• How will State Association Working Group members be appointed?</li> <li>• How to select a Chairman for the Rt66 State Associations Advocacy Working Group.</li> </ul> <p>A report from the Road Ahead National Historic Trail Task Force, presented by John Conoboy, and information on the "Name and Logo Contest" presented by Bill Thomas</p>	<p>with the NHT Task Force &amp; individuals from each state to serve on the Route 66 State Associations Advocacy Working Group.</p>
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**Outcome 2 – Effective Promotion:** We want to promote the road and increase the number of visitors, both domestic and international, coming to Route 66, with the specific aim of increasing their length of stay and the amount of money they spend along Route 66.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 2.1</b> – Establish a Promotion Working Group to collaboratively market, both domestically and internationally, all of Route 66 and to obtain matching funds through such sources as Brand USA.</p>	<p><b>6/30/16 Update Report:</b> No progress to report this 2nd QTR on this goal.</p>	<p>The Promotion Working Group will convene in 2016 to map out its specific plans for the year, including steps to recruit and involve additional Route 66 stakeholders from across the country in this Working Group.</p>
	<p><b>3/31/16 Update Report:</b> An initial Promotion Working Group was established, with Bill Kelly, Executive Director of the Illinois Route 66 Scenic Byway Program, designated as its Chair. Original members included Katie Steel Danner, with the Missouri Tourism Division and Jen Hoezle, Illinois Office of Tourism. Both Katie and Jen have since moved to new positions, with their successors Dan Lennon in Missouri and Cory Jobe in Illinois taking their places on the Promotion Working Group. An introductory teleconference of this working group was held on October 19, 2015.</p>	
<p><b>Goal 2.3</b> – Educate the public, tour operators, communities, entrepreneurs, governments, and the next generation about the history, cultural importance, economic value, attractions, and business opportunities along Route 66.</p>	<p><b>6/30/16 Update Report:</b> No progress to report this 2nd QTR on this goal.</p>	<p>Specific steps/tasks associated with achieving this goal need to be identified and carried out in 2016, along with the specific means and metrics to measure achievement of this goal.</p>



**Outcome 3 – Purposeful Preservation:** We want to purposefully preserve the historic resources (i.e. buildings, structures, sites, districts, objects, and landscapes), traditions, and experiences that give Route 66 its idiosyncratic character.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 3.1</b> – Establish a Preservation Working Group to collaboratively share best practices and ideas between such groups as State Historic Preservation Offices (SHPO) and Departments of Transportation, focused on the preservation of Route 66 related bridges, buildings, structures, districts, sites, objects, and landscapes.</p>	<p><b>6/30/16 Update Report:</b> Melvena Heisch prepared a first draft letter to the State DOTs requesting notification, as a consulting party, of projects that may affect Route 66 and related historic resources. This draft along with a list of State DOT and Federal Highway Administration (FHWA) Division contacts were sent to Working Group members on May 6, 2016 for review; WG comments were due June 10, 2016. After addressing the comments, a proposed draft letter and related items for consideration were submitted to the Chairman of the Steering Committee on July 1, 2016.</p>	<p>Identify an individual(s) who can assist our organization when it becomes involved in Section 106 consultations – reviews.</p>
	<p><b>3/31/16 Update Report:</b> The Preservation Working Group met via teleconference in February. Members in attendance included:</p> <ul style="list-style-type: none"> <li>• David Bricker, Deputy District Dir. w/ the California Department of Transportation</li> <li>• John Conoboy, National Historic Trail Manager, National Park Service-Retired</li> <li>• David Zimmerman, Historic Preservation Specialist with the Arizona Dept. of Transportation</li> <li>• Melvena Heisch, Deputy SHPO, State Historic Preservation Office, Oklahoma</li> </ul> <p>Amy Webb, Field Director with the National Trust for Historic Preservation was unable to take part in the call.</p> <p>During the teleconference meeting, the Working Group decided to have the Route 66: The Road Ahead Initiative request consulting party status under Section 106 of the National Historic Preservation Act and the Advisory Council on Historic Preservation’s regulations (36 CFR Part 800) for federal undertakings of the U.S. Department of Transportation’s agencies, including the Federal Highway Administration, Federal Transit Administration, and the Federal Railroad Administration, as well as other federal agencies whose undertakings may impact Route 66. [Note: If the status is granted, the new Route 66 organization will receive notice of each federally funded highway project that impacts Route 66 and be given the opportunity to comment. When adverse effects to resources listed in or eligible for the National Register of Historic Places are determined, the organization will have the opportunity to participate in efforts to avoid, minimize, or mitigate those adverse effects.]</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 3.2</b> – Pursue federal legislation for designation of Route 66 as a National Historic Trail.</p>	<p><b>6/30/16 Update Report:</b> See the Update Report below from the National Historic Trail Task Force.</p>	<p>See the National Historic Trail Designation Task Force Report presented below for next steps regarding Goal 3.2.</p>
<p><b>Goal 3.3</b> – Share information with Route 66 stakeholders about the meaning and benefits of preservation and the tools, techniques, and incentives for appropriate preservation outcomes.</p>	<p><b>6/30/16 Update Report:</b> Melvena Heisch prepared a first draft advocacy policy for the Working Group to review and provide comments. After addressing the WG comments, a final draft advocacy policy was submitted to the Chairman of the Steering Committee on April 26, 2016. The proposed policy is meant as a starting point for future discussion after the non-profit organization is formed.</p>	<p>Prepare a first draft “Quick Reference Guide” to historic preservation laws, regulations incentives, etc. The WG will receive it for review and comment by August 1, 2016. A final draft will be submitted to Chairman of the Steering Committee by Sept. 1, 2016.</p> <p>Prepare introductory material about historic preservation programs for the organization’s website, including an initial list of other website links. After review and comment by the WG, this will be submitted to the Chairman by October 1, 2016.</p> <p>Write the introductory website material and develop an initial list of other websites, then submit to the organization’s Chairman by October 1, 2016.</p>
	<p><b>3/31/16 Update Report:</b> During its February teleconference meeting the Preservation Working Group decided to recommend the creation of an “Historic Preservation” section on the Route 66: The Road Ahead Initiative’s website to include basic information about historic preservation programs that may apply to Route 66 and provide links to websites, including the National Park Service and State Historic Preservation Offices, where detailed information is available.</p>	

	<p>The Preservation Working Group also decided to develop a “Quick Reference Guide” to historic preservation laws, regulations, standards, incentives, agencies, and organizations for the use of the steering committee/organization board members and include the document on the organization’s website for other stakeholders to use.</p> <p>Finally, the Preservation Working Group decided to draft a policy statement for consideration by the steering committee/board members to guide decisions about when the organization becomes involved in advocacy campaigns along Route 66. (Note: The Chairman is already receiving requests for the organization’s “support.” Time and effort are necessary for effective involvement in any advocacy campaign, and the organization will have to decide when its involvement is appropriate.)</p>	
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**Outcome 4 – Increased Economic Vitality:** We want to act as a catalyst for community and economic development by helping sustain and strengthen existing Route 66 businesses and attractions, and by helping new ones develop.

<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 4.1</b> – Establish an Economic Development Working Group to collaboratively share best practices &amp; examples of successful community revitalization, and to build effective strategies for leveraging tourism for econ. dev. purposes.</p>	<p><b>6/30/16 Update Report:</b> The Economic Development Working Group formally began meeting in May 2016. Membership of the Working Group currently consists of: Jeff Fulgenzi, Chairman, Jim Hinckley, Bob Russell, David Listokin, and David Knudson. Additional committee members may be sought. A schedule of regular monthly teleconferences was established.</p> <p>During the June teleconference of this Working Group, discussions were held regarding the creation of a central resource/information website for Route 66 travelers, designed to serve as a central hub for all travel information and a resource for attractions/assets along Route 66. The goal is to create one central site that would be universally recognized for its utility, not unlike Kayak.com.=</p>	<p>Compile an inventory of existing sites/resources.</p> <p>Explore opportunities for domains, and smartphone &amp; tablet applications.</p> <p>Investigate whether an existing site would be best suited to host such a resource.</p>
	<p><b>3/31/16 Update Report:</b> Since the beginning of 2016, the Economic Development Working Group has primarily focused on identifying a new Chairman and adding new members. Mr. Jeff Fulgenzie, Dept. Director at the IL Dept. of Employment Securities has stepped forward to assume the position of Chairman. Jeff is a local businessman in Springfield. He may be best known to Rt. 66 stakeholders as the person who recently purchased the historic Mahan gas station that formerly sat on the grounds of Shea’s Rt. 66 Museum in Springfield. Jeff’s background includes work as a Senior Planner with the Springfield-Sangamon County Regional Planning Commission. Once Jeff is settled into his new position with the State of Illinois, he will begin tasks associated with helping achieve the goals of this Working Group. Dr. David Listokin, author of the Rutgers Rt. 66 Economic Impact Study, has also volunteered to become a member of our Econ. Dev. Working Group.</p>	<p>The Economic Development Working Group will continue its efforts during the 2<sup>nd</sup> Quarter of 2016 to add the members it needs to successfully work on its goals, then begin to actively work on those goals.</p>

<p><b>Goal 4.2</b> – Identify and promote case studies that demonstrate the effectiveness of leveraging Route 66 tourism for economic development purposes, in order to draw in support and increase the involvement of Route 66 stakeholders</p>	<p><b>6/30/16 Update Report:</b> Specific tools and case studies are being explored by various members of this Working Group in order to create a local economic development toolkit for use by local officials and tourism agencies so they can take greater advantage of Route 66 assets within their area.</p> <p>The Working group also discussed ways to reach out to State agencies conducting traveler/visitor surveys and coordinate deeper-dive questions surrounding the economic impact of Route 66 and heritage travel. Towards this end, the National Park Service is currently in discussion with the Road Ahead and Dr. David Listokin of Rutgers University, to conduct follow-on studies to the 2008 Economic Impact Study conducted by Rutgers and authored by Dr. Listokin.</p>	<p>Create an inventory of case studies, identify tools for local organization use, and create a method for disseminating the toolkit</p> <p>Finalize arrangements and financial support for Rutgers University to conduct a follow-on work building upon the 2008 Rt. 66 Economic Impact study.</p>
	<p><b>3/31/16 Update Report:</b> No progress to report yet on this goal.</p>	
<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 4.3</b> - Develop and implement a comprehensive corporate development (fundraising and sponsorship) plan</p>	<p><b>6/30/16 Update Report:</b></p> <p>See the report below from the Financial Sustainment Task Force.</p>	

**Outcome 5 – Quality Research and Education:** We want to ensure that the history and stories associated with Route 66 are both accurate and accessible to the public, to researchers, and to educational institutions in order to enhance and encourage greater connection to, and understanding of, the Mother Road.

GOAL	2016 STATUS	NEXT STEPS FOR 2016																				
<p><b>Goal 5.1</b> – Establish a national Research/Education Working Group to collaboratively support professional and amateur educators and researchers in their efforts to inspire and renew public understanding of Route 66.</p>	<p><b>6/30/16 Update Report:</b> This goal has been completed, as the Working Group has been established and members recruited. Working Group members are shown below in the 3/31/16 update report.</p> <p>The Research and Education Working group identified the following mission statement for itself:</p> <p>“The Research &amp; Education Working Group of The Road Ahead will serve as an educational clearinghouse for students, teachers, and the general public to provide accurate materials for education, and assist in developing curriculum and media presentations of Route 66’s history.”</p>	<p>Conduct quarterly teleconference meetings of the Research &amp; Education Working Group.</p>																				
	<p><b>3/31/16 Update Report:</b> The Research &amp; Education Working Group has reached out to a number of educators across the country to invite them to become members of this working group. As of this report, eight have accepted the invitation. These include:</p> <table border="0"> <tr> <td>Emily Priddy</td> <td>Elementary Educator, Cape Dujardo, Missouri</td> </tr> <tr> <td>Anna Slanina</td> <td>Professor, Elementary /Early Childhood, Amarillo, Texas</td> </tr> <tr> <td>Chester Liebs</td> <td>Professor, Retired, University of Vermont</td> </tr> <tr> <td>John Mitrano</td> <td>Professor, Sociology/American Studies, Conn. St. University</td> </tr> <tr> <td>Terri Ryburn</td> <td>Professor, Retired, Illinois State University</td> </tr> <tr> <td>Stephen Mandrgoc</td> <td>History Graduate Student, University of New Mexico</td> </tr> <tr> <td>Sean Evans</td> <td>Archivist, Archive &amp; Research Collaboration, Cline Library, Northern Illinois University</td> </tr> <tr> <td>Tom Peters</td> <td>Dean of Library Services, Archive &amp; Research Collaboration, Missouri State University</td> </tr> </table> <p>The following individuals have also received invitations to join the Research &amp; Education Working Group. These individuals have indicated that - at this time - they wish to be “backup”, not full-fledged, members:</p> <table border="0"> <tr> <td>Mark Childs</td> <td>Professor, Architecture/Planning, University of New Mexico</td> </tr> <tr> <td>Marva Felchin</td> <td>ARC, Autry National Center</td> </tr> </table>	Emily Priddy	Elementary Educator, Cape Dujardo, Missouri	Anna Slanina	Professor, Elementary /Early Childhood, Amarillo, Texas	Chester Liebs	Professor, Retired, University of Vermont	John Mitrano	Professor, Sociology/American Studies, Conn. St. University	Terri Ryburn	Professor, Retired, Illinois State University	Stephen Mandrgoc	History Graduate Student, University of New Mexico	Sean Evans	Archivist, Archive & Research Collaboration, Cline Library, Northern Illinois University	Tom Peters	Dean of Library Services, Archive & Research Collaboration, Missouri State University	Mark Childs	Professor, Architecture/Planning, University of New Mexico	Marva Felchin	ARC, Autry National Center	
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<p><b>Goal 5.2</b> – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.</p>	<p><b>6/30/16 Update Report:</b> An initial teleconference meeting of the Research &amp; Education Working Group was held on June 24, 2016, with the following members participating: David Dunaway, Steve Mandrgoc, Chester Liebs, John Mitrano, Tom Peters, Sean Evans, Dan Rice, and Chairman, David Dunaway.</p> <p>As a result of the 6/24/16 the teleconference meeting, the group divided the types of education to be done into three general categories:</p> <ul style="list-style-type: none"> <li>• Popular education aimed at tourists and those with a casual interest in Route 66</li> <li>• School-based education models</li> <li>• Mediated education, or the presentation of materials in media forms, such as via the internet or radio</li> </ul> <p>Mediated education was also discussed during the 6/24/16 teleconference meeting. The issue of who would be in charge of disseminating this information, or if it should be done through a broader social media network for The Road Ahead, were raised as issues that would need to be decided before going forward with these means of dissemination. Likewise, while a website was suggested as a means of creating a clearinghouse for information, funding for said page would be a major issue to create and maintain.</p>	
	<p><b>3/31/16 Update Report:</b> The Research &amp; Education Working Group will schedule its first teleconference meeting to discuss initial priorities. The first teleconference will be dedicated to priorities, membership, and finding the resources available for all of these tasks. It will be scheduled in April. Quarterly teleconferences will then be held to keep in contact and to continue to set priorities for the working group. Initial goals of the Research &amp; Education Working Group include:</p> <ul style="list-style-type: none"> <li>• Develop a master plan for education on Route 66 – and resources teachers and students can use</li> <li>• Validate lived experience rather than exclusively presenting research</li> <li>• Focus educational efforts via social media on millennials, X, and Y generations</li> <li>• Figure out a way to provide assistance to educational institutions on conducting Route 66 research and on teaching that subject.</li> </ul>	

<p><b>Goal 5.3</b> – Support the research and preparation of comprehensive and accurate Route 66 information and its distribution in multiple forms, including: netcasting, broadcasting, print, social media, and curriculum.</p>	<p><b>6/30/16 Update Report:</b> As its initial priority, the R&amp;E Working Group decided to prioritize public education, aimed at travelers, tourists, and those casually interested in learning more about Route 66. It was decided by the group that its focus should be as a clearinghouse to connect those interested in information about Route 66 to sources they could draw on to find that information, such as via the Research Route 66 collaboration. As such, the priority was to find and begin gathering these sources for later distribution in multiple forms.</p>	

<b>Financial Sustainment Task Force Report</b>		
<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 1</b> – As noted above, in 2015 the Steering Committee established a Financial Sustainment Task Force charged with devising and implementing plans to ensure The Route 66: The Road Ahead Initiative is financially able to carry out its work.</p>	<p><b>6/30/16 Update Report:</b> The Financial Sustainment Task Force conducted a Name &amp; Logo contest during 2<sup>nd</sup> Quarter. There was no consensus regarding a winner of the contest, however. Three entries were identified as best meeting the purpose of the contest, which was to create an easy to remember name and a quickly recognizable logo that reflected the mission of the Road Ahead Initiative and which could assist in efforts to market, promote, and establish a brand for this new organization. The designs have been given to a professional firm to use as inspiration in creating a final design.</p> <p>The Financial Sustainment Task Force identified three initial corporations to approach for funding support. These corporations will be invited to become “Founding Members” of our new organization. Meetings have been set up with two of the three corporations, with the third pending.</p> <p>Per discussions held during 2<sup>nd</sup> QTR, The National Park Service Route 66 Corridor Preservation Program will provide cooperative assistance to the Road Ahead to convene its first Board meeting and assistance with website development to provide public information about the Road Ahead’s organizational goals and activities.</p>	<p>Finalize a name, logo, and tag line for our new organization.</p> <p>Recruit corporate Founding Members, as a way of underwriting organizational costs.</p>
	<p><b>3/31/16 Update Report:</b> The Sustainment Task Force organized is in the process of implementing a Name &amp; Logo contest, designed to create a new Name – Logo – Tag Line for our organization – the value of which can then be leveraged to help secure corporate sponsorships.</p> <p>The official name used on our organization’s Articles of Incorporation will remain, “The Route 66: The Road Ahead Initiative”, but for purposes of branding, identity, and public communications, a new – more marketable – name/logo will be used, pending the results of the Name &amp; Logo contest.</p> <p>The Sustainment Task Force developed a draft 3-year budget.</p>	

**National Historic Trail Designation Task Force Report**

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p><b>Goal 1</b> – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p>	<p><b>6/30/16 Update Report:</b></p> <p><b>1.1 - Educate key groups/individuals in the Rt. 66 states:</b></p> <p>Local Champions from each Rt. 66 state were identified and recruited [See Addendum A]. These individuals will help educate stakeholders across Rt. 66 about National Trails and help gather evidence of public support for designating Route 66 as a National Historic Trail.</p> <p>A review/updating of the FAQ &amp; Resource Documents designed to help explain what a National Historic Trail was not completed during 2<sup>nd</sup> Quarter.</p> <p>A teleconference with Local Champions was not scheduled/conducted during 2<sup>nd</sup> QTR.</p> <p><b>1.2 - Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state</b></p> <p>During 2<sup>nd</sup> Quarter, sample letters of support and sample civic &amp; organizational resolutions that Local Champions can use were drafted.</p> <p>Work with the Local Champions to identify the set of specific organizations/civic groups from whom we want a letter of support or resolution was not completed during 2<sup>nd</sup> QTR.</p> <p><b>1.3 - Apply for National Treasure designation to secure assistance from the National Trust for Historic Preservation in seeking National Historic Trail designation.</b></p> <p>Work with the National Trust to complete Part II of the National Treasure application was not done during 2<sup>nd</sup> QTR.</p>	<p>Complete an initial, new version of the FAQ &amp; Resource Documents designed to help explain what a National Historic Trail. As these documents are used, and feedback is received on them, additional updates will then be made.</p> <p>Conduct an orientation &amp; training session with the identified Local Champions.</p> <p>Work with the Local Champions to identify the set of specific organizations/civic groups from whom we want a letter of support or resolution</p>
<p><b>Goal 1</b> – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p>	<p><b>3/31/16 Update Report:</b> The NHT Task Force held two teleconference meetings during the 1<sup>st</sup> Quarter of 2016. The following sub-goals were identified by the Task Force:</p> <p><b>1.0 - Educate key groups/individuals in the Rt. 66 states:</b> What a National Historic Trail is - What NHT designation means/involves - The basics of the process for achieving NHT status. Update the FAQ &amp; Resource Documents designed to help explain what a National Historic Trail is that were used at last summer’s Collaboration Workshops.</p>	



	<p>1.1 - Identify one or two specific individuals in each state who will act as NHT Local Champions to help educate key groups/individuals regarding NHT status &amp; lead the effort to solicit/gather evidence of support for the NHT initiative.</p> <p>1.2 - Update the basic NHT FAQ/Resource documents used at the Collaboration Workshops and have them available for use in training the NHT Champions.</p> <p>1.3 - Schedule a teleconference with the NHT Champions to train them to carry out the tasks of: A) Identifying specific groups/individuals to target in their respective states, and B) Meeting &amp; teleconferencing with those groups/individuals to educate them, answer questions, and make sure they are ready to do their work.</p> <p><b><u>1.2 Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state</u></b></p> <p>2.1 Prepare sample letter of support and/or sample civic or organizational resolutions that can be given to NHT Champions for use.</p> <p>2.2 Work with the Local Champions to identify the set of specific organizations/civic groups from whom we want a letter of support or resolution.</p> <p><b><u>1.3 Apply for National Treasure designation to secure assistance from the National Trust for Historic Preservation in seeking National Historic Trail designation.</u></b></p> <p>3.1 Work with the National Trust to complete part II of the National Treasure application.</p>	
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**Report on Establishment of Advisory Groups - International Advisory Group**

<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 1</b> – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p><b>6/30/16 Update Report:</b> During 2<sup>nd</sup> QTR, an overview of the purpose of our proposed International Advisory Group was drafted. It was included in an invitation sent out to representatives of International Rt. 66 organizations planning to attend the European Rt. 66 Festival, inviting them to attend a meeting at the Festival to learn about the proposed International Advisory Group.</p> <p>To help coordinate the meeting to be held at the European Rt. 66 Festival, Jim Hinckley met with Wolfgang Werz, the festival’s organizer, on 5/28/16. Mr. Werz has been helpful in working with our organization to convene this meeting to discuss the International Advisory Group.</p>	<p>Hold the actual meeting at the European Festival.</p> <p>Gather input from International Rt. 66 organizations attending the meeting at the European Rt. 66 Festival regarding the suggested purpose, structure, and work of the proposed International Rt. 66 Advisory Group.</p> <p>Determine if there is enough interest to actually establish the advisory group.</p>
	<p><b>3/31/16 Update Report:</b> Thanks to assistance from Jim Hinckley, the Road Ahead is going to try and leverage an opportunity to initiate our International Advisory Group at the Route 66 Festival scheduled to be held in Germany in July. Jim will attend the Festival as a presenter and has been asked to meet with the heads or designees from the different European and Asian Rt. 66 associations who attend in order to explain what our International Advisory Group is and to gauge their interest in participating in it. The Festival organizer, Wolfgang Werz, supports convening representative from any European or Asian Rt. 66 Associations who attend this gathering.</p>	<p>By or before 4/13/16 prepare an Overview of the Purpose of our International Advisory Group and an invitation to use to invite representatives attending the European Rt. 66 Festival, to a gathering when they can learn about this new group.</p> <p>By or before 5/15/16 translate the Overview and invitation documents and distribute them to the European and Asian Rt. 66 associations.</p>

**Report on Establishment of Advisory Groups - American Indian Tribal Advisory Group**

<b>GOAL</b>	<b>2016 STATUS</b>	<b>NEXT STEPS FOR 2016</b>
<p><b>Goal 1</b> – Establish an American Indian Tribal Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p><b>6/30/16 Update Report:</b> A relationship with the American Indian Alaska Native Travel Association [AIANTA] was established as a result of a teleconference held on Friday, June 10 with Aimee Awonohopay, Public Lands Partnership Manager at AIANTA.</p> <p>Amy has agreed to represent AIANTA on our American Indian Tribal Advisory Group. She is also assisting in our efforts to identify representatives from tribal organizations located along Rt. 66 across the country to join the Advisory Group. A timeline has been established for recruiting Advisory Group members, identifying an Advisory Group chairperson, and for holding this group’s first teleconference meeting.</p>	<p>By or before August 12, send out formal invitations to representatives from tribal organizations along Rt. 66 asking them to join the American Indian Tribal Advisory Group.</p> <p>Conduct the first teleconference meeting of the American Tribal Advisory Group on 10/14/16.</p>
	<p><b>3/31/16 Update Report:</b> Initial contact and communication with the American Indian Alaska Native Travel Association (AIANTA) is underway.</p>	<p>Schedule an initial teleconference meeting with AIANTA representatives to gauge their level of interest in establishing an American Indian Tribal Advisory Group.</p>

## Conclusion

Crucial steps to advance our organization have been achieved the first half of this year:

- We are now officially incorporated and work has begun to secure IRS 501(c)(3) status.
- We have filled all the spots on our organizational chart with representatives from across Rt. 66.
- Our several Working Groups have completed specific steps toward achieving their goals.
- We have established a process for moving forward with our efforts to get Rt. 66 designated as a National Historic Trail.
- We have taken steps to formally establish our two Advisory Groups – the American Indian Tribal Advisory Group and the International Advisory Group
- We have actively begun the work of securing corporate support to help us achieve our mission.

Much work remains to be done, however – and things never seem to move forward as quickly as hoped.

Regardless, the important thing is that we are actively moving forward – thanks to the input, assistance, and expertise of many volunteers.

Onward and upward...

Bill Thomas, Steering Committee Chairman  
The Route 66: The Road Ahead Initiative

**Addendum A**

<b>Route 66: The Road Ahead Initiative Organizational Positions</b>			
<b>General Board</b>	<b>Board Member</b>	<b>State Associations Advocacy Working Group</b>	<b>National Historic Trail Task Force Local Champion</b>
<b>Illinois</b>	John Miller	Jerry Law	Marty Blitstein
<b>Missouri</b>	Tommy Pike	Tommy Pike	Tommy Pike & Bill Hart
<b>Kansas</b>	Renee Charles	Renee Charles	Renee Charles
<b>Oklahoma</b>	Brad Nickson	Brad Nickson	Brad Nickson, Pres. Oklahoma Rt. 66 Association & Marilyn Emde (alternate)
<b>Texas</b>	Larry Clonts	Dora Meroney	Eric Miller, Amarillo CVB
<b>New Mexico</b>	Cindy Carson	Andy House	Cindy Carson
<b>Arizona</b>	Sharlene Fouser	Mike Ward	Sharlene Fouser
<b>California</b>	Scott Piotrowski	Sharon Foster	Glen Duncan
<b>Executive Board</b>			
<b>Steering Committee Chairman</b>	Bill Thomas		
<b>Preservation Working Group Chair</b>	David Bricker		
<b>Economic Development Working Group Chair</b>	Jeff Fulgenzie		
<b>Promotion Working Group Chair</b>	Bill Kelly		
<b>Research &amp; Education Working Group Chair</b>	David Dunaway		
<b>State Associations Advocacy Working Group Chair</b>	TBD		
<b>Working Groups, Advisory Groups &amp; Task Force Groups</b>	<b>Chairman</b>		
<b>Preservation Working Group</b>	David Bricker		
<b>Economic Development Working Group</b>	Jeff Fulgenzie		
<b>Promotion Working Group</b>	Bill Kelly		
<b>Research &amp; Education Working Group</b>	David Dunaway		
<b>State Associations Advocacy Working Group</b>	TBD		
<b>International Advisory Group</b>	TBD		
<b>American Indian Tribal Advisory Group</b>	TBD		
<b>Financial Sustainment Task Force</b>	Bill Thomas		

