



The Rt. 66: Road Ahead Initiative Collaboration Workshop

AGENDA

A. Welcome & Introductions

B. Historic Context & Orientation

C. Small-Group Activities

**Activity I – Consideration of Proposed Mission &
Strategic Outcomes**

Activity II – Consideration of Proposed Strategic Goals

**Activity III – Consideration of Proposed Organizational
Structure**

**Activity IV – Consideration of Proposed Designation of
Rt. 66 as a National Historic Trail**

D. Summary & Workshop Conclusion