

**Route 66: The Road Ahead Initiative
2016 3rd Quarter Update Report & Next Steps**

**Prepared by Mr. Bill Thomas
Chairman, Route 66 Road Ahead Partnership
October 16, 2016**

Overview

2016 is quickly coming to an end. During its course, our Route 66 Road Ahead Partnership has steadily moved forward in its work to achieve the goals we've set for to help us achieve our mission.

Per our mission, our primary focus 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 3rd Quarter Update Report is designed for that purpose. It provides specific updates on what was been worked on and accomplished during July, August, and September 2016 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 Road Ahead Partnership is and what we are working to achieve.

We welcome and encourage feedback and questions regarding the Road Ahead Partnership in general, and this 2016 3rd 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 3rd 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, Chairman
Route 66 Road Ahead Partnership

**Report on Work Undertaken on the Goals of the Route 66 Road Ahead Partnership
During July, August, and September 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 Road Ahead Partnership 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 3rd 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>Goal 1.1 – 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>9/30/16 Update Report: The IRS granted our Route 66 Road Ahead Partnership 501(c)(3), not-for-profit status in mid-June, 2016.</p> <p>The task of filling the seats on our new organization's Board of Directors has been completed. Board members include:</p> <ul style="list-style-type: none"> • John Miller - Illinois Rt. 66 Association • Tommy Pike - Route 66 Association of Missouri • Renee Charles - Kansas Historic Route 66 Association/Route 66 Association of Kansas • Brad Nickson - Oklahoma Route 66 Association • Larry Clonts - Texas Old Route 66 Association • Cindy Carson - New Mexico Route 66 Association • Sharlene Fouser - Arizona Route 66 Scenic Byway Program • Scott Piotrowski - California Historic Route 66 Association • Bill Kelly - Chair of the Promotion Working Group • David Bricker - Chair of the Preservation Working Group • Jeff Fulgenzie - Chair of the Economic Development Working Group • David Dunaway - Chair of the Research & Education Working Group • Bill Thomas - Chairman of the Steering Committee • Note: The State Rt. 66 Associations Working Group has not yet selected a Chairperson. As soon as this task is completed, that person will assume a seat on the Board <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 Advisory Group. Aimee Awonohopay, Public Lands Partnerships Manager with AIANTA, serves on this Advisory Group and has helped identify Tribal representatives. A report on the current members of the American Indian Advisory Group is shown below.</p> <p>Plans have been made to meet with representatives from those International Rt. 66 Associations attending the Rt. 66 90th Anniversary Celebration in Los Angeles in November. A report on the current status of our International Advisory Board is shown below.</p> <p>No progress to report in this 3rd QTR on drafting by-laws for our new organization.</p>	<p>Work with our Road Ahead Board Members to identify a date/location to conduct our first face-to-face meeting of the Board.</p> <p>Finalize a draft set of By-Laws to present to the Road Ahead Board at its first meeting.</p>

	<p>6/30/16 Update Report: 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 2nd 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 Awonohopy, 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>3/31/16 Update Report: 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 1st 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>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1.2 – 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>9/30/16 Update Report: See the Update Report below from the National Historic Trail Task Force for an update on moving forward with the goals of the NHT Task Force, including submitting a National Treasure application to the National Trust for Historic Preservation.</p> <p>No progress to report this 3rd 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>6/30/16 Update Report: 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>3/31/16 Update Report: 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 1st QTR on drafting by-laws for our new organization.</p> <p>No progress to report this 1st QTR on working to actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>	
<p>Goal 1.3 – Build a budget and 3-year financial plan designed to initially underwrite the new Route 66: The Road Ahead Initiative organization.</p>	<p>6/30/16 Update Report: See the 3rd QTR Update Report below from the Financial Sustainment Task Force.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1.4 – Also during 2015, a Route 66 Associations Working Group was established to help achieve the outcome of “Increased Collaboration” noted above.</p>	<p>9/30/16 Update Report: During the third quarter, the Route 66 Association Working Group (WG) met twice via conference call on August 8 and September 21.</p> <p>The Route 66 Associations Working Group reviewed its purpose and goals as written by the Steering Committee, and reached consensus that they are satisfactory, as follows:</p> <p>Purpose:</p> <p>The purpose of the Route 66 Associations 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>Goals:</p> <ul style="list-style-type: none"> • Discuss and identify Rt. 66 needs/concerns and communicate them to the Board. • Discuss and identify areas of common interest and opportunities to work together on projects/activities/challenges to be solved. • Assist the Road Ahead in communicating its work with the greater Rt. 66 community. <p>The group agreed on a meeting format and schedule. Kaisa Barthuli will remain interim Chair until a permanent one is selected.</p> <p>The Working Group developed a preliminary list of priority topics that are of importance to all the associations. This list will guide future meeting agendas.</p> <p>The first priority topic that was discussed was highway signage (brown/blue signs). The Associations shared information about how the signs are sponsored, funded, installed, and managed (including issues of theft) in each of the states.</p>	<p>Continue to schedule and conduct regular teleconference meetings of the Working Work in to take action to achieve the goals it has identified.</p>

	<p>6/30/16 Update Report: 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"> • Route 66 Association of Illinois – Jerry Law • Route 66 Association of Missouri – Tommy Pike, President • Kansas Historic Route 66 Association-Route 66 Association of Kansas – Renee Charles, Pres. • Oklahoma Route 66 Association – Brad Nickson, President • Texas Old Route 66 Association – Dora Meroney, President • New Mexico Route 66 Association – Andy House, President • Arizona Route 66 Association – Mike Ward, Member • California Historic Route 66 Association – Sharon Foster, Vice President 	
	<p>3/31/16 Update Report: 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"> • Jerry Law - Route 66 Association of Illinois • Tommy Pike - Route 66 Association of Missouri • Brad Nickson - Oklahoma Route 66 Association • Dora Meroney - Texas Old Route 66 Association • Andy House - New Mexico Route 66 Association • Glen Duncan - California Historic Route 66 Association • John Conoboy - Route 66: The Road Ahead National Historic Trail Task Force • Kaisa Barthuli - National Park Service, Facilitator • Bill Thomas, Chairman, Road Ahead Steering Committee <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 organizational structure - including specifically:</p> <ul style="list-style-type: none"> • How will State Association Board members be appointed? • How will State Association Working Group members be appointed? • How to select a Chairman for the Rt66 State Associations Advocacy Working Group. <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>	

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>Goal 2.1 – 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>9/30/16 Update Report: Two new members were added to the Promotion Working Group during the 3rd Quarter. They include:</p> <ul style="list-style-type: none"> • Dan Bruce, Former Executive Creative Director w/ J. Walter Thompson Ad Agency • Dylan Thuras, Co-Founder of Atlas Obscura 	<p>The Promotion Working Group will continue to map out its specific plans, including steps to recruit and involve additional Route 66 stakeholders from across the country in this Working Group.</p>
	<p>6/30/16 Update Report: No progress to report this 3rd QTR on this goal.</p>	
	<p>3/31/16 Update Report: 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 Hoetzle, 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>Goal 2.2 – 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>9/30/16 Update Report: No progress to report this 2nd QTR on this goal.</p>	

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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>Goal 3.1 – 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>6/30/16 Update Report: The Preservation Working Group has been established and members identified/recruited to fill it.</p> <p>This goal has been met, with the exception of identifying an individual(s) who can assist our Road Ahead Partnership when it becomes involved in Section 106 consultations – reviews.</p>	<p>Identify an individual(s) who can assist our organization when it becomes involved in Section 106 consultations & reviews.</p>
	<p>6/30/16 Update Report: 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>3/31/16 Update Report: The Preservation Working Group met via teleconference in February. Members in attendance included:</p> <ul style="list-style-type: none"> • David Bricker, Deputy District Dir. w/ the California Department of Transportation • John Conoboy, National Historic Trail Manager, National Park Service-Retired • David Zimmerman, Historic Preservation Specialist, AZ Dept. of Transportation • Melvena Heisch, Deputy SHPO, State Historic Preservation Office, Oklahoma 	

	<p>Amy Webb, Field Director with the National Trust for Historic Preservation was unable to take part in the call. 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. Dept of Transportation’s agencies, including the FHA, Federal Transit Administration, & the Federal Railroad Administration, as well as other federal agencies whose undertakings may impact Route 66. [Note: If the status is granted, we will receive notice of federally funded highway project that impact Rt 66 & given the opportunity to comment. When adverse effects to resources listed in - or eligible for - the National Register, are determined we will have the opportunity to participate in efforts to avoid, minimize, or mitigate those adverse effects.]</p>	
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GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 3.2 – Pursue federal legislation for designation of Route 66 as a National Historic Trail.</p>	<p>9/30/16 Update Report: 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>Goal 3.3 – 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>9/30/16 Update Report: Melvena Heisch prepared a first draft “Quick Reference Guide” for the WG to review and provide comments. After addressing the WG comments, a final draft “Quick Reference Guide” was submitted to the Chairman of the Steering Committee on August 30, 2016.</p> <p>The Quick Reference Guide will be included in the updated Road Ahead Partnership website being designed.</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 Nov. 1, 2016.</p>
<p>Goal 3.3 – 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>6/30/16 Update Report: 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>3/31/16 Update Report: 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.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 4.0 – Establish an Economic Development Working Group to collaboratively share best practices & examples of successful community revitalization, and to build effective strategies for leveraging tourism for econ. dev. purposes.</p>	<p>9/30/16 Update Report: The Economic Development Working Group has been established and members identified/recruited to fill it.</p> <p>This goal has been met.</p> <p>The Economic Development Working Group reviewed the initial set of goals established for it by the Steering Committee and revised, clarified, and rewrote them per those shown below.</p>	
<p>Goal 4.1 – Develop a local economic development toolkit for use by communities and agencies. To be used by local officials and tourism agencies to take greater advantage of Route 66 assets within their area.</p>	<p>9/30/16 - Include information gathered from results of efforts associated with Goal 4.3. Beginning the process of coordinating the success stories of different communities (e.g. Pontiac, IL) to compile into a case study focused on direct impacts (sales taxes, hotel taxes, property taxes, jobs creation)</p>	<p>Create an inventory of case studies</p> <p>Identify tools for local organization use</p> <p>Create a dissemination method for toolkit</p>
<p>Goal 4.2 –Create a central resource/information website for Route 66 travelers. This would serve as a central hub for all travel information and a resource for attractions &</p>	<p>6/30/16 Update Report: The Working Group recognizes the need for this item and intends to present its consensus on developing this resource to the Board for review and discussion during the November conference in Los Angeles.</p>	<p>Create and compile an inventory of existing sites/resources</p> <p>Explore opportunities for domains and smartphone &</p>

<p>assets along Route 66. The goal is to create one central site that would be universally recognized for its utility by travelers, not unlike Kayak.com.</p>		<p>tablet applications</p> <p>Investigate whether an existing site would be best suited to host such a resource</p>
<p>Goal 4.3 - Reach out to State agencies conducting traveler/visitor surveys and coordinate deeper-dive questions surrounding Route 66 and heritage travel. This would be a way to garner additional information on Route 66 travelers using existing survey efforts.</p>	<p>6/30/16 Update Report: A letter requesting assistance from state agencies has been developed and disseminated to the appropriate contacts. This letter will serve as an entry-point for later asks regarding data and Route 66-related questions to be included in survey efforts. State of Illinois Tourism Director Cory Jobe has agreed to lead the charge on getting the Illinois survey updated and to reach out to other states on the corridor. Also intend to reach out to local municipalities, chambers of commerce, etc.</p>	<p>Inventory existing survey efforts and sponsoring agencies</p> <p>Create a series of questions to be integrated into various surveys</p>
<p>Goal 4.4 - Create an economic development-focused conference for local officials and businesses to attend. This would be an opportunity to share best practices and successful case studies with local decision makers.</p>	<p>9/27/16 - Deemed to late in the timeline of the November event to add to or request additional sessions or discussions to be held specifically. Conversations are being had regarding coordinating with subsequent conferences. Chair Fulgenzi has every intent to attend the Miles of Possibility conference in Normal, IL in October 2016 to begin the networking conversations related to this goal, as well as collecting success stories for Goal 4.1.</p>	<p>Reach out to Scott Piotrowski, the festival organizer of the 90th Anniversary event in Los Angeles, to see if an additional event could be coupled with the festival</p> <p>An organizer needs to be identified for the festival In the event that the November festival is too aggressive a date, other dates/opportunities need to be identified.</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>Goal 5.1 – 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>9/30/16 Update Report: This goal has been completed.</p> <p>The Research & Education Working Group has been established and now conducts quarterly teleconference meetings to work on the goals of this Working Group.</p>	<p>Conduct quarterly teleconference meetings of the Research & Education Working Group in order to work on the goals set for this Working Group.</p>
	<p>3/31/16 Update Report: The Research & 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> <p>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</p> <p>The following individuals have also received invitations to join the Research & Education Working Group. These individuals have indicated that - at this time - they wish to be “backup”, not full-fledged, members:</p> <p>Mark Childs Professor, Architecture/Planning, University of New Mexico</p>	

	Marva Felchin ARC, Autry National Center	
Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.	<p>9/30/16 Update Report: The Working Group has reached out to state and international associations to identify educators teaching topics on Route 66, and to begin collecting syllabi on Route 66 as the core of a clearinghouse of material to be made available to other educators interested in teaching about Route 66.</p> <p>Two syllabi have been received thus far. The Working Group is re-querying members and state associations that did not respond to the initial request.</p>	Re-query members and state associations that did not respond to the initial request for syllabi on teaching about Rt. 66.
Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.	<p>6/30/16 Update Report: An initial teleconference meeting of the Research & 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"> • Popular education aimed at tourists and those with a casual interest in Route 66 • School-based education models • Mediated education, or the presentation of materials in media forms, such as via the internet or radio <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>3/31/16 Update Report: The Research & 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 & Education Working Group include:</p>	

	<ul style="list-style-type: none"> • Develop a master plan for education on Route 66 – and resources teachers and students can use • Validate lived experience rather than exclusively presenting research • Focus educational efforts via social media on millennials, X, and Y generations • Figure out a way to provide assistance to educational institutions on conducting Route 66 research and on teaching that subject. 	
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<p>Goal 5.3 – 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>9/30/16 Update Report: The Working Group will respond to requests for information, but it does not yet have enough educational material to assist people wanting help with Route 66 information.</p> <p>The Working Group and the Route 66 Oral History office are, however, prepared to answer queries directed towards them concerning the resources they do have.</p>	
	<p>6/30/16 Update Report: As its initial priority, the R&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>	

Financial Sustainment Task Force Report

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – 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>9/30/16 Update Report: The Financial Sustainment Task Force has identified three major corporations as potential “Founding Members” with whom the Task Force will propose sponsorship opportunities, as a means of helping fund the Road Ahead Partnership. [<u>Note:</u> Because none of the corporations has made a decision yet to officially sponsor the Road Ahead Partnership by becoming a Founding Members, the names of the corporations are not being provided at this time.] Following is an update on the status of communications/actions with each potential corporate sponsor:</p> <p><u>Corporation #1</u> - A meeting has been scheduled for 10/25/16 with the Director of Marketing for Corporation #1 to discuss sponsorship opportunities.</p> <p><u>Corporation #2</u> - A meeting was held on 9/19/16 with the Director of Government & Community Relations and the Coordinator of Marketing Events at Corporation #2 to discuss sponsorship opportunities. These two individuals were interested enough in the idea of Corporation #2 becoming a Founding Member of the Road Ahead Partnership to take on the task of forwarding the idea further up the corporate chain of command to see if the Corporation’s Marketing Department agree to scheduling a follow-on meeting.</p> <p><u>Corporation #3</u> – This corporation has been identified as a logical Founding Member, but – thus far – the Financial Sustainment Task Force has not yet been able to identify a person within Corporation #3 to approach about setting up an initial meeting to share ideas regarding sponsorship opportunities.</p> <p>The beginning of September, finalized versions of a new logo and name for our organization were presented to the Steering Committee. Based upon the input/feedback received, the name “Route 66 Road Ahead Partnership” was identified as our organization’s new name and a finalized logo was selected. These items will now be used as the organization moves forward with the design & development of an updated website, letterhead, business cards, etc.</p>	<p>Conduct a meeting on 10/25/16 with the Director of Marketing at Corporation #1 to discuss sponsorship opportunities.</p> <p>Conduct a follow-up meeting with Corporation #2 to discuss sponsorship opportunities.</p> <p>Identify a point of contact at Corporation #3 who can assist with scheduling a meeting to discuss sponsorship opportunities.</p>
	<p>6/30/16 Update Report: The Financial Sustainment Task Force conducted a Name & Logo contest during 2nd 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 2nd 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>3/31/16 Update Report: The Sustainment Task Force organized is in the process of implementing a Name & 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 & 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>Goal 1 – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p>	<p>9/30/16 Update Report:</p> <p>1.1 - Educate key groups/individuals in the Rt. 66 states:</p> <p>A group of Local Champions, who will assist the Task Force with its work on the local level in each of the states, was identified and recruited. The group of Local Champions includes:</p> <ul style="list-style-type: none"> • Illinois – Marty Blitstein, Treasurer of the Illinois Rt. 66 Association • Missouri - Tommy Pike, President of the Route 66 Association of Missouri & Bill Hart, Director of the Missouri Alliance for Historic Preservation • Kansas - Renee Charles, President of the Kansas Historic Route 66 Association • Oklahoma - Brad Nickson, President of the Oklahoma Route 66 Association and Marilyn Emde, Chandler, OK Area Chamber of Commerce • Texas - Eric Miller, Amarillo, TX Convention and Visitor's Bureau • New Mexico - Cindy Carson, New Mexico Route 66 Association • Arizona - Sharlene Fouser, Past President, Arizona Route 66 Association • California - Glen Duncan, President of the California Route 66 Association <p>A teleconference was conducted on August 23rd with members of the NHT Task Force and the Local Champions, The group was provided with background information about National Historic Trails and our goal to achieve trail designation for Route 66. Questions from the group were answered and it was decided to begin with getting letters of support from all the state and national Route 66 organizations by or before September 30.</p> <p>Background information about National Historic Trails has been added to the Road Ahead website at https://sites.google.com/site/66roadahead/national-historic-trail-information.</p> <p>Preliminary educational contact has been made with one U.S. Senator's office and one member of the House of Representatives to inform them of our goals and get preliminary feedback.</p> <p>1.2 - Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state</p> <p>As of the end of the 3rd Quarter, Letters of Support had been received from the following</p>	<p>Secure letters of support from Arizona and New Mexico.</p> <p>By or before 12/31/16, collect mailing addresses and/or email addresses from each state for communities, businesses, county & local tourism offices, convention & visitors' bureaus, and museums along Rt. 66.</p> <p>By or before 12/31/16, prepare draft letters and/or emails to send out to the entities from which the local champions are collecting contact information.</p> <p>1st Quarter 2017 – Send out requests for letter of support to each of the entities from whom the local champions are collecting contact information.</p>

	<p>states: Illinois, Kansas, Oklahoma, Texas, and California. Missouri's Association had approved a letter and it was in the process of being written. Letters of Support were also received from the National Historic Route 66 Foundation and the Route 66 Alliance.</p> <p><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></p> <p>Amy Webb is continuing discussions with other staff in the National Trust toward this end.</p>	
	<p>6/30/16 Update Report:</p> <p>1.1 - Educate key groups/individuals in the Rt. 66 states:</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 & Resource Documents designed to help explain what a National Historic Trail was not completed during 2nd Quarter.</p> <p>A teleconference with Local Champions was not scheduled/conducted during 2nd QTR.</p> <p>1.2 - Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state</p> <p>During 2nd Quarter, sample letters of support and sample civic & 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 2nd QTR.</p> <p><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></p> <p>Work with the National Trust to complete Part II of the National Treasure application was not done during 2nd QTR.</p>	
	<p>3/31/16 Update Report: The NHT Task Force held two teleconference meetings during the 1st Quarter of 2016. The following sub-goals were identified by the Task Force:</p>	

	<p>1.0 - Educate key groups/individuals in the Rt. 66 states: What a National Historic Trail is - What NHT designation means/involves - The basics of the process for achieving NHT status. Update the FAQ & 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 & 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 & teleconferencing with those groups/individuals to educate them, answer questions, and make sure they are ready to do their work.</p> <p><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></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><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></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

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>9/30/16 Update Report: During 3rd Quarter initial plans were made to hold an informal gathering of representatives from those International Route 66 Associations that attend the Route 66 90th Anniversary Festival in Los Angeles in November. The purpose of the gathering will be to help move toward formalizing the establishment of the Road Ahead’s International Advisory Group, based on the initial discussions held at the European Rt. 66 Festival in July 2016.</p>	<p>Conduct an informal gathering of International Associations at the Los Angeles Festival.</p>
	<p>6/30/16 Update Report: During 2nd 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>3/31/16 Update Report: 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>	

Report on Establishment of Advisory Groups - American Indian Advisory Group

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – Establish an American Indian Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>9/30/16 Update Report: Work with Aimee Awonohopay has continued to identify and recruit individuals willing to become members of the Road Ahead’s American Indian Advisory Group. Thus far the following members have been recruited:</p> <p>Emerson Vallo, Southwest Region Rep., Pueblo of Acoma Tribal Member, NM Vincent Romero, Chicago American Indian Center, Chicago, IL James Surveyor, Operations Mgr., Moenkopi Developers Corporation, Tuba City, AZ Aimee Awonohopay, American Indian Alaska Native Tourism Association, Albuquerque, NM</p> <p>Work continues to recruit members from Oklahoma and California to round out the set that will form the membership of the American Indian Advisory Group.</p>	<p>Conduct the first teleconference meeting of the American Indian Advisory Group</p>
	<p>6/30/16 Update Report: 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>on 10/14/16.</p>
	<p>3/31/16 Update Report: 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

Our Road Ahead Partnership continue to make progress, as demonstrated by the crucial steps noted below; steps that are helping advance our organization towards achievement of its mission:

- We are now officially incorporated as an organization.
- The IRS has officially designated us as a 501(c)(3) not-for-profit organization.
- Members of our Board of Directors have been identified and recruited.
- Our different Working Groups are each continuing to take steps to achieve the goals they've set for themselves.
- Our National Historic Trail Task Force has begun the concrete work involved in soliciting and gathering letters of support.
- We have identified and recruited an initial set of members for our American Indian Advisory Group.
- Members are being identified and recruited for our International Advisory Group.
- We have held - and are scheduling more meetings - with the three corporations we have targeted as Founding Members of our organization, to actively seek their support in helping us achieve our mission.
- A logo and new name for our organization have been finalized.
- A draft design for an updated version of our website has been completed and will now move into production

It will always be the case, however, that much work remains to be done. And things will never seem to move forward as quickly as we'd like.

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, Chairman
Route 66 Road Ahead Partnership

Addendum A

Route 66 Road Ahead Partnership Organizational Positions			
General Board	Board Member	State Associations Working Group	National Historic Trail Task Force Local Champions
Illinois	John Miller	Jerry Law	Marty Blitstein
Missouri	Tommy Pike	Tommy Pike	Tommy Pike & Bill Hart
Kansas	Renee Charles	Renee Charles	Renee Charles
Oklahoma	Brad Nickson	Brad Nickson	Brad Nickson, Pres. Oklahoma Rt. 66 Association & Marilyn Emde (alternate)
Texas	Larry Clonts	Dora Meroney	Eric Miller, Amarillo CVB
New Mexico	Cindy Carson	Andy House	Cindy Carson
Arizona	Sharlene Fouser	Mike Ward	Sharlene Fouser
California	Scott Piotrowski	Sharon Foster	Glen Duncan
Executive Board			
Steering Committee Chairman	Bill Thomas		
Preservation Working Group Chair	David Bricker		
Economic Development Working Group Chair	Jeff Fulgenzie		

Promotion Working Group Chair	Bill Kelly
Research & Education Working Group Chair	David Dunaway
State Associations Working Group Chair	TBD
Working Groups, Advisory Groups & Task Force Groups	Chairman
Preservation Working Group	David Bricker
Economic Development Working Group	Jeff Fulgenzie
Promotion Working Group	Bill Kelly
Research & Education Working Group	David Dunaway
State Associations Working Group	TBD
International Advisory Group	TBD
American Indian Advisory Group	Emerson Vallo
National Historic Trail Task Force	John Conoboy
Financial Sustainment Task Force	Bill Thomas

