



Coordinator's Corner

February - June, 2010

Looking Back...February, March, April, May and June...

During February and some days in March, I dedicated time developing the CCNSB name and CCC presence along the 150-mile stretch. I visited with business owners along with two port districts, a city council and two chambers. I connected with area chambers and volunteers to gain momentum for the Big Event and CCNSB efforts.

The following meetings were attended in February...

Coulee City Port District and Hartline Port

Grant County Tourism

Coulee City Chamber

CCC Monthly Meeting plus Byway Idol Meeting and school visit

Moses Lake City Council Meeting

NSB Foundation Meeting

Conference Call Meeting for Byway Idol

Other informal meetings and outreach info...

Radio Interview with Bill Ecret for Community Outreach plus many emails to him for free advertising. He also interviewed the applicants. Bill wants to become involved with our big event committee. I met with the new mayor in Coulee City, Rick Heiberg to encourage him to become a member and partner. He started attending meetings. I also talked with Jared Liening, Steamboat State Park Ranger. He also became a member.

**Meeting with Harlan B at Columbia Basin Herald received \$5,000 worth of free advertising.

**Meeting with Joyce Adams and received \$500 off our visitor center rent for her Dune Lake Properties ad in Big Event catalog.

**Meeting with Big Wally's Owner -Bob Ogan. He was willing to sponsor the event after our meeting.

I also traveled to Ephrata to meet with Kelly Hart at KULE for free PSA. I also spent time working on procurement and details at Purple Coyote and Buddy Builders, Edward Jones, Inland Cellular, Crop Production



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Services, Sterling Savings and Van's Coffee House, Snyder's and Eastern Cascade Distributing. I also worked on poster distribution in cities along the byway and Big Event catalog development.

Big Event Set -Up Detail... From getting the stage to working with applicants to catering details, I was the main contact for the event. I also started planning ahead for a junior Byway Idol for next year and had a meeting with Goetz family to discuss Kameron's participation and review his songs.

March...

During the first week of March I was finishing up the details for the Big Event/Big Event. I attended the event on the first Saturday and spent time the following week preparing thank-you notes and contacting newspapers and updating the web site. I prepared for and attended the monthly meeting along with working on the Lauzier Grant. During this month, I volunteered about 14 hours for the NSB Grant. I organized conference calls, requested letters of support from cities and agencies. I worked with Dale Fraser to make sure the grant had visual appeal with all the files that he has created for the web site. I was the lead volunteer on this grant and made sure that it was completed on time and with detail. We should receive a letter from them by September.

April and May...

These months flew by. I started the month of April getting the Adopt-a-highway project organized. I attended the normal monthly meeting in Coulee City and attended normal tourism and NSB meetings. In May we found out that we didn't get the Lauzier Grant, so when I attended the regular Grant County tourism board meeting, I asked if they would be willing to assist the CCC in partnering with us to pay for our web site maintenance. They agreed to pay \$2,000 and want our organization to make sure to apply for their grant and request for funding next year. I also spoke at the Big Walleye Tournament and attended the Moses Lake Tourism board meeting. They agreed to partner with us with our community outreach. As a Coulee Chamber member, I was able to help the CCC with some extra funding for our rent. I put together a raffle for the CC Chamber -- the Big Walleye Tournament Raffle paid \$745 towards our rent at the visitor center. May was also a month that I was gearing up for the Lake Lenore ribbon cutting, Spring Byway Beat and Open House at the Visitor Center.

June...

June was a good month for the CCC. I spent many hours promoting the Lake Lenore ribbon cutting. I organized the monthly meeting and then devoted time to getting media coverage for the ribbon cutting. I was interviewed on the radio and made some new contacts across the byway. I invited Grant County Commissioners and was delighted that Commissioners Richard Stevens and Carolann Swartz were able to attend the event. The Columbia Basin Herald did a great job covering the event and the Basin Life article was excellent. Lynne Lynch from the CBH is willing to work on some more articles with me to continue educating people about the CCNSB. The month ended on a positive note, and I started July 1 attending a Trends Meeting in Moses Lake that I found very informative.