

Newsletter for Byway 136—Heritage Highway

From the President

Most of the information in this newsletter is about items we covered at our meetings.

In my last newsletter I covered the happenings for the April and May Meetings. On Page 2, I will highlight the June 24 meeting we had in Hebron.



On Page 3, I will highlight the August 12 meeting in Hebron. No meeting was held during the month of July. Our September meeting will be as soon as the signs and Trail of Treasures Shopper Guides are printed for distribution to the Coordinators.

We need to continue to gather information for our big event scheduled for 2017 called “Trail of Authors, Artists and Architecture.” At the June meeting I shared forms that would help us gather the information so each county should be comparable. **COUNTY REPRESENTATIVES—PLEASE WORK ON GETTING THEM COMPLETED ASAP.**

I am resending the forms again today—August 11.

Joseph Torrey of Alma designed a beautiful Rack Card for Trail of Treasures that we distributed throughout the Byway 136 area at the June meeting.

Joseph also designed Post Cards that were sent to the past vendors inviting them to reserve their space in the Shopper Guide for Trail of Treasures 2016.

JUNE 24 MEETING HIGHLIGHTS

The June meeting was held in Hebron at the Courtyard Terrace Assisted Living. They served another delicious lunch.

The Budget for this year was completed by Abby, Jamie and Judy and presented to the members for approval. Approval was completed and sent out to the Byway distribution list.

Judy passed out Membership Forms and encouraged those in attendance to pay the \$25 membership dues. We need to have many more members than the 33 that we currently have. Thank you to Xokprakhong Figgins who joined that day.

Several in attendance at the meeting are interested in doing the Facebook Webinar that Steve Maly will present.

Some discussion was held about the big event planned for 2017 called Trail of Authors, Artists and Architecture. A lot of information needs to be gathered. We need an inventory of what is in each county.

Joe Torrey mentioned doing a Trail of Cemeteries/Churches which will be a future project.

Trail of Treasures rack cards were distributed to the members at the meeting. Jay, Joseph and Jarrod agreed to get the rack cards to those western counties who were not at the meeting.

Not much response was given about the Press Release that was done state-wide. Bobbie received a call from a person at McCook.

A Committee List was distributed and people signed up for the committee(s) they were interested in.

The goals for the organization was discussed. That information is in the June 24 meeting minutes.

Brochure Swap: Joseph brought several brochures from Harlan County to be exchanged with those in attendance.

Jay requested the Byway Banner for an event in Red Cloud in September.

There was no Native American or Homestead Report. Micheal Collins from State Tourism gave his report. Bobbie Meints gave a 5 Rivers RC&D report.

Four counties—Pawnee, Webster, Gage and Johnson—told about their events happening in their counties during the Round Table Report.

AUGUST 12 MEETING HIGHLIGHTS

The August 12 meeting was held at Courtyard Terrace Assisted Living in Hebron. Megan Henrichs from the Blue Valley Lutheran Nursing Home (which adjoins the Assisted Living) attended the meeting.

Regarding the budget, Michael Sothan had questions about what the \$9,000 entry was for the website. It was actually the grant we received for this year which will be for a Byway magazine and not the website.

Discussion was held regarding several Facebook pages and the need to incorporate them into one. No definite decisions.

Some discussion on gathering information for the Byway magazine that we received the Tourism grant for. Need to really work on that as soon as Trail of Treasures is over.

Information for the magazine can be used for some of the items needed to do the 2017 event—Trail of Authors, Artists and Architecture.

The 2016 Trail of Treasures was discussed at length. The post cards Joseph Torrey designed were mailed out to the past vendors by Judy. There were 7 pages of labels which included 2012 through 2015 vendors. The signs, t-shirts and the Shopper Guide will all be done by Enterprise Publishing this year.

The motion was made, seconded and passed to have Julie Bates installed as the new Secretary.

Motion was made, seconded and passed to join SENTC for \$25.00.

Discussed that we really need one or two representatives for Red Willow County and to have them join as a Corridor County.

Still want to have Window Clings made for the membership.

Making some progress on getting representatives for each county.

Need to update a Strategic Plan that was done in 2011/2012.

The Corridor Management Plan needs to be updated.

Round table reports were given by the Webster, Gage, Johnson and Thayer counties that were in attendance. That information is Included in the August 12 meeting minutes.

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Promoting Tourism in Southern
Nebraska



RE-BLAZE THE TRAIL

Website:

heritagehighway136.com

FACEBOOK

Our facebook is www.facebook.com/Byway136HeritageHighway.

Feel free to post events and activities to share with everyone.

We are looking for ideas for our Trail of Authors and Trail of Photos events. If you have any ideas, please share with the organization.

Our mission statement is:

“To promote the Heritage Highway corridor by preserving and enhancing its cultural, historic and scenic resources, resulting in tourism and economic development opportunities and a better informed public.”

TRAIL OF TREASURES—2016

Save the Dates—

[Sep. 30, Oct 1 & 2](#)

Our fifth (5th) Trail of Treasures event will be on September 30, October 1 and 2 this year.

The Shopper Guide can be reserved in advance from our website.

Many terrific purchases can be found at this event plus enjoying the scenery along the way.

We encourage shoppers to visit only those vendors with the official Trail of Treasures signs. They are the ones that make the event possible.

