

## **MADRAS MOUNTAIN VIEWS OREGON SCENIC BIKEWAY – TOURISM STUDIO**

**Thursday February 7, 2013**

**Inn at the Cross Keys, Madras, Oregon**

**Facilitated by Scott Bricker, Bricker Consulting**

### **AGNEDA**

9:00 – Program Introduction / Outcomes (presentation)

- Scott Bricker, Bricker Consulting
- Alex Phillips, Oregon Parks and Recreation Department

9:15 – Introduction to Bicycle Tourism (presentation)

- Scott Bricker, Bricker Consulting

9:45 – Getting to Know Your Bikeway (presentation and Discussion)

- Maura Schwartz and Stan Nowakowski

10:15 – Break

10:35 – Management Plan Discussion (presentation and Q&A)

- Maura Schwartz

11:00 – Developing Your Bicycle Tourism Strategy (activity)

11:45 – Debrief and New Ideas

12:30 – END

### **ATTENDEES**

Fausto Baltazar, Apex Physical Therapy, LLC

Patrick Hanenkrat, City of Metolius

Jeff Hurd, City of Madras

Joe Krenowicz, Madras Chamber

Kristine McConnell, Central Oregon Visitors Association

Brock Monger, Apex Physical Therapy, LLC

Tryna Muilenburg, Sweet Virginia's Bed & Breakfast

Stan Nowakowski, Bicycles Ride Northwest

Rod Sell, Scenic Bikeway Committee

Maura Schwartz, Self employed

Jim Spencer, Latitude 45 Hops

Ramona Steinberg, Friends and Neighbors of the Deschutes Canyon areas

### **NEXT STEPS**

- Call a Next Meeting to address:
  - Reviewing maps – short term rides
  - Creating a brochure – work with Travel Oregon, USFS, COVA’s group
  - Planning an event
- Bikeway Plan – submit to Alex by March 1
  - Maura will email the plan to all
- Chamber support local businesses to carry bike supplies
- With core group – website and mapping presence
- Engage businesses

### **RTS WORKSHOP RECAP – January 9, 2013**

- Infrastructure: bike racks
- Dirt trail Plan
- Marketing: brochure development including routes and locations / businesses of interest
- Routes: OSB, other opportunities

### **BIKE-HIKE-RIDE ACTION TEAM**

- This is an action team that was developed as part of the RTS program, it is broader than just the OSB route. Actions include:
  1. Improve routes
  2. Routes maps – RCC map for Rd. and MTB: paper, on-line
    - a. Inventory all routes -> map
    - b. ID issues -> need to be improved to make exp. Excellent
  3. Connect RCC on roads, trails, and dirt
  4. Reach out to businesses about “Q Care” and cyclists wants and needs
    - a. Get info. to business and lodging
  5. Informally connect with other Central Oregon Communities through the Three Sisters Scenic Bikeway effort

### **FLIP CHART NOTES**

#### **Flip Charts notes from Marketing and Business Development Group**

##### Website Links

- Cove / Lk. Billy Chinook – Dave Slaughter – inform campgrounds
- Each city and chamber – other businesses,
- RV Parks and lodging
  - Pat in Metolius – ensure links will happen
  - Tryna = other businesses have link
- Golf courses – Mike
- CRR – Mona
- Great Earth – Maura

### We Speak

- Raise awareness now
- Travel Oregon: deliver program specifically here
- Mona = CRR
- Continually inform everyone
  - MAC Aquatic - Maura

### Ride Oregon Ride

- “The ORB”
- Comments by users – post ourselves on site
- Send info. (business listings) to COVA (gets reviewed by COVA and posted to the ORG)
- ID a single point as a conduit then to Kristine M. to submit.

### Where else do people stop?

- BLM
- Map = small blow-up / detail for each town signage for historic / other sites
- Basic supplies

### **Flip Charts notes from Road Improvement Group**

#### Belmont Road:

- may see new housing development on both sides of road just west of Old Culver Highway in the future; not eminent, but needs to be tracked. Ask for bike lanes if this development happens
- rough, cracking pavement on grade coming toward Madras before Bear Drive

#### Bear Drive:

- may be turned into cul-de-sacs at the request of Burlington Northern Railroad (due to the at grade railroad crossing near Belmont; not eminent, but ask for stop signs and passage for bicycles and pedestrians)
- rough, cracking pavement along this section where the railroad crossing is located
- rough pavement on section between Old Culver Highway and Dover

#### Caution signs needed:

- caution, cyclists crossing highway for motorists on Old Culver Highway at Bear Dr., both directions
- caution, busy highway crossing for cyclists on Bear Drive crossing Old Culver Highway, both directions. They do have stop signs here so it may not be necessary.

#### Metolius:

- add blow up map of community indicating store, restrooms, restaurant and historic train station
- add signs on bike route pointing to restrooms and historic site

Culver:

- add signs indicating public restrooms in community park

Old Culver Highway:

- ask for shoulder improvements when the state plans work on the highway in the future. Sections to consider are near Metolius between Ninth and Eureka and from Gem into City of Culver
- request share the road signs for these sections

Chip Seal:

- request county use smallest available stone in chip seal when resurfacing roads and/or look at using thin layer overlay/carbon sealing as a cost effective alternative
- same request for cities

Bike Lanes and Sharrows:

- monitor condition of bike lanes, currently only in Madras, for wear and request repainting as needed
- monitor bicycle-vehicle conflicts and suggest adding bicycle sharrows where needed in city limits, possibly in Culver

Other items:

- add information about side trips to bikeway materials such as the climb up round Butte for great views or the ride down to Round Butte Dam Overlook for views of the lake, bald eagles and access to rest rooms and water during the summer
- Monitor road work. There is a three year plan for road work that can be requested from the maintenance department or GIS department. Talk to county administrator about maintenance issues and ask he keep the commissioners apprised of cyclists' requests and cycling committee informed about any road work that could affect cyclists.

Map:

- Add blow up map insert of Metolius as mentioned above
- Be sure Peck Lane (the name on Google Maps) is changed to Jordan (the name on the street sign) on map near Cove Park
- Indicate restrooms, restaurants, historic sites where available

Bike racks:

- Local cyclists should inventory available bike racks in cities and suggest additional racks where needed

