

# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting #2  
Santa Rosa, New Mexico  
May 21, 2024



# AGENDA

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1. Roll Call
2. Welcome & Introductions
3. Coordination Group Business & Action Items
  - By-law Amendment
  - Open Meetings Act Resolution Adoption 2024
  - Group Plan Amendment
  - Reschedule June 18<sup>th</sup> Meeting Date
4. Working Group Instructions
5. Stakeholder Roundtables & Working Groups
6. Report Outs from Working Groups to Route 66 Centennial Coordination Group
7. Adjourn

# Stakeholder Meeting – Workshop Format

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## 1. 15 Minutes Per Work Group Topic

- Start at the table matching the color of your card
- Every person will be able to cycle through all five Work Group Topics

## 2. Workshop facilitators will document recommendations for new projects, enhancements to current projects, etc. during the Work Group session

# Stakeholder Meeting – Work Group Topics

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- Consumer Experiences
- Product Development
- Marketing & Promotion
- Infrastructure
- Special Events

# Stakeholder Meeting – Workshop Format cont.

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Discussion Questions:

**What new (or enhanced) experiences/ products/ infrastructure/ events/ promotions can we create?**

*Project & Community Benefit*

1. What is the project benefit (positive change, utility, or value)?
2. What is the story we are telling?
3. Is there a connection to national/statewide projects?

# Stakeholder Meeting – Workshop Format cont.

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## Discussion Questions:

**What new (or enhanced) experiences/ products/ infrastructure/ events/ promotions can we create?**

## *Project Planning & Implementation*

1. What stakeholders/partners would need to be involved?
2. What is the project timeline?
3. How will this be sustained beyond the Centennial?
4. What type of financing is needed (private/public)?
5. Will staffing, administration or other support be needed?



# Consumer Experiences

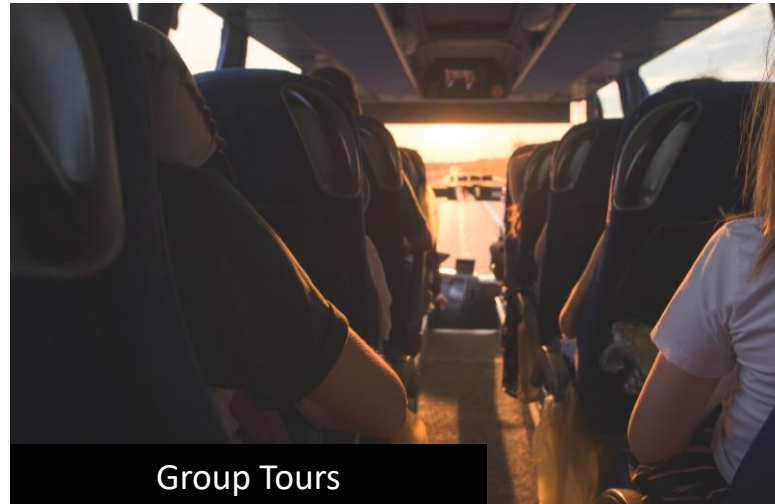
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Food Tours



Audio Tours



Group Tours

## More Ideas:

- Self-Guided Tours
- Augmented / Virtual Reality Installations
- Passport Concepts
- Pop-up exhibits
- Drive-in theaters

# Product Development



Museums



Historic Hotel Restoration



Vintage Sign Restoration

## More Ideas:

- Certified Products
- Commemorative Merchandise
- Photo Albums
- Food & Beverage Establishments



# Marketing & Promotion



National Marketing



Travel Trade



Documentary

## More Ideas:

- Branding
- International Marketing
- Commemorative Publications
- Media Pitching
- Storytelling

# Special Events

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Music Festivals



Food Festivals



Car Shows

## More Ideas:

- Film Festivals
- Speaker series with historians/experts
- Art studio tours
- Parades

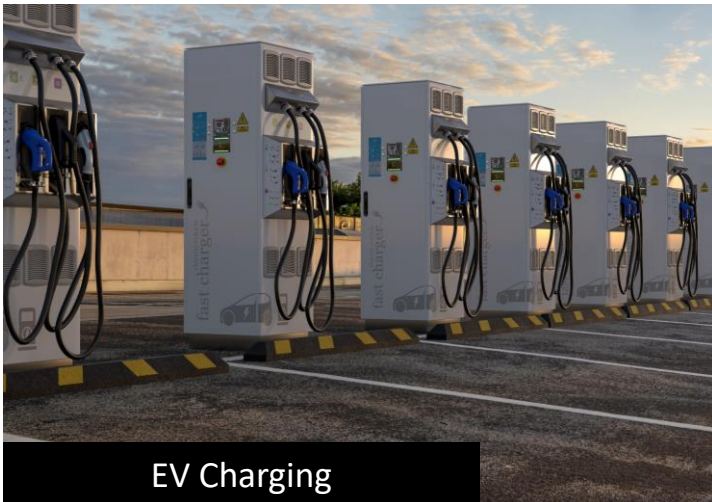


# Infrastructure

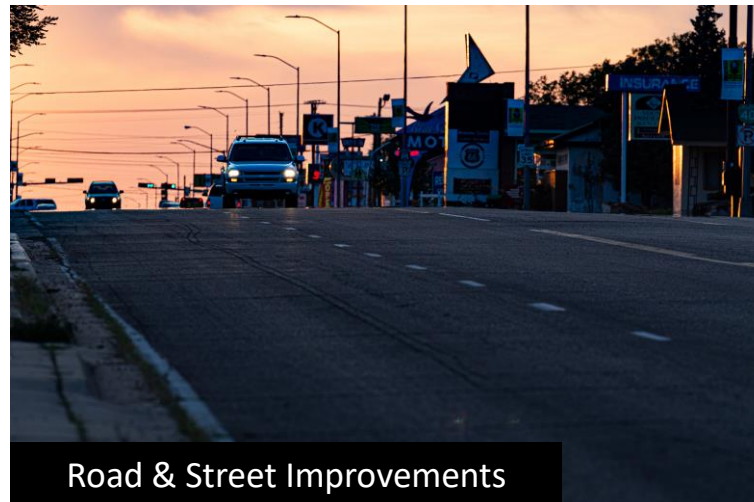
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Parking



EV Charging



Road & Street Improvements

## More Ideas:

- Wayfinding & Signage
- Public Art
- Walkability & Accessibility
- Lighting

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