

A photograph of the Blue Swallow Motel at night. The main sign features a blue swallow with a green olive branch, the name "Blue Swallow" in cursive, and "MOTEL" in large red block letters. A "VACANCY" sign is visible on the left. The building has a red neon "OFFICE" sign and a "WELCOME" sign in the window. A "ROUTE 66" shield is in the bottom right. A solid orange bar is at the bottom.

Rt. 66 Centennial
Coordination Group
December 12, 2023



Agenda



Agenda

1. Welcome and Introductions
2. Roll Call
3. Approval of Agenda*
4. Adoption of Open Meetings Act Resolution*
5. Presentation of Bylaws*
6. Adoption of Bylaws*
7. National Route 66 Centennial Commission
Overview
8. New Mexico Route 66 Centennial Coordination
Group Duties
9. Next Meeting
10. Public Comment
11. Adjourn

*Action Items



Welcome and Introductions



Welcome and Introductions

Members

- Bill Lee, Gallup - **Chair**
- Raymond Mondragon, Clovis - **Vice Chair**
- Johnny Pena, Albuquerque
- Scott Verhines, Albuquerque
- Alicia Ortega, Albuquerque
- Elmer Torres, Santa Fe
- Evan Williams, Gallup
- Lancing Adams, New Mexico Tourism Department
- Ricky Serna, New Mexico Department of Transportation
- Debra Garcia y Griego, New Mexico Department of Cultural Affairs (Designee: Dr. Patrick Moore)
- Jon Clark, New Mexico Economic Development Department (Designee: Daniel Gutierrez)
- James Kenney, New Mexico Environment Department (Designee: Danielle Gilliam)





Roll Call



Approval of Agenda



Adoption of Open Meetings Act Resolution



Presentation of Bylaws



Adoption of Bylaws



National Route 66 Centennial Commission Overview



National Route 66 Centennial Commission

Overview



Route 66 Centennial Commission (National)

- Congress established the Route 66 Centennial Commission to commemorate the 100th anniversary of Route 66 in 2026. The **Route 66 Centennial Commission** consists of members appointed from the eight (8) states along the *Mother Road*.
- Member states are tasked with recommending ceremonies, celebrations, media productions, publications of materials, the issuance of commemorative items, and other ways to celebrate the centennial anniversary of Route 66.
- Member states of the Route 66 Centennial Commission were further tasked with establishing **Route 66 Centennial Coordination Groups** focused on centennial planning in their respective state.



National Route 66 Centennial Commission

Overview Cont.



Pursuant to Public Law 116-256, Section 5(a), the U.S. Route 66 Centennial Commission includes 15 members appointed by the President, on the recommendations of the Secretary of Transportation (3), the governors of each of the states through which Route 66 runs (8), and the Majority and Minority Leaders of the U.S. Senate and U.S. House of Representatives (4). To date, 13 seats on the Commission have been filled.

Pictured from left to right): Danielle Blackshear, Caroline Beteta, Debbie Johnson, Dale Oglesby, Jen Paul Schroer (Vice-Chair), Rod Reid (Chair), Mark Falzone, William Thomas, Richard Ware



National Route 66 Centennial Commission

Initial Activities

Pursuant to Public Law 116-256, Section 4, the U.S. Route 66 Centennial Commission is working to identify and recommend activities that may be carried out by the Federal Government that are fitting and proper to honor Route 66 on the occasion of its centennial anniversary. The Commission is using a set of seven strategic principles to identify activities, including:

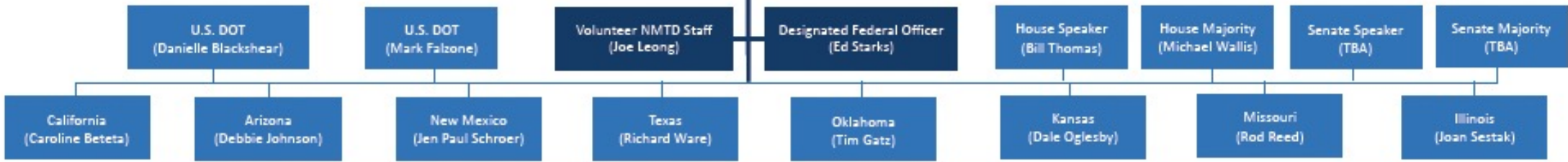
- Celebrate & Honor
- Preserve, Protect & Enhance
- Generate Tourism Demand
- Tourism Development
- Economic Development
- National Collaboration
- Research & Education

Based on these principles, the U.S. Route 66 Centennial Commission recommends the following initial set of activities as being fitting and proper to honor Route 66 on the occasion of its centennial anniversary:

- A **Route 66 Centennial Stamp**
- A Route 66 Centennial **Stamp** Series Featuring Each of the 8 Route 66 **States**
- A Route 66 Centennial **Commemorative Coin**
- The **Route 66 Alternative Fuels Corridor Initiative**
- A Route 66 Centennial **Global Marketing**
- **Campaign** featuring the eight Route 66 States
- **Designating Route 66 a National Historic Trail**



U.S. Route 66 Centennial Commission



Commission Final Deliverable: Submit a report to Congress that includes **recommended activities** that **appropriately honors** the Mother Road of the United States. (Due no later than two years after all Commission members are appointed.)

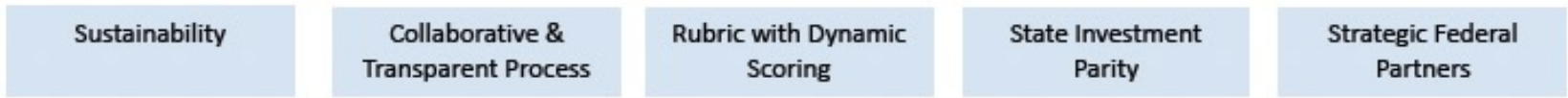
Charge #1: **Identify** activities that may be carried out by the Federal Government.

Strategic Principles



Charge #2: **Recommend** the activities that should be carried out and the federal entities that will execute the plan.

Strategic Principles



The WHAT

Systematically elevate state recommendations for optimum collaboration with the U.S. Route 66 Commission

Charge #1: Mother Road Consortium - MOU that outlines a standard process across 8 states to **identify and propose activities** to the U.S. Route 66 Commission

State Coordination Groups



The HOW

Charge #2: Develop a standardized process for the U.S. Route 66 Commission to **evaluate and prioritize activities** that are national and cross multiple states.

National Workgroups



New Mexico Route 66 Centennial Coordination Group Duties



New Mexico Route 66 Centennial Coordination Group Overview

On September 8, 2023, Governor Michelle Lujan Grisham signed Executive Order 2023-131, establishing the Route 66 Centennial Coordination Group for the state of New Mexico.

The Route 66 Centennial Coordination Group consists of twelve (12) members tasked to:

1. Recommend, plan, sponsor, and coordinate official Route 66 centennial events, programs, and activities in the State;
2. Encourage the development of programs designed to involve all citizens in activities commemorate Route 66 centennial events in the State;
3. Maintain a supplemental document containing specifics pertaining to these actions where Group members will provide regular updates and input;
4. Make available to the public information on Route 66 centennial events happening throughout the State;
5. Submit meeting minutes, recommendations for state signature centennial projects, and other regular reports to the U.S. Route 66 Centennial Commission and/or its working groups;
6. Prioritize projects and activities utilizing the U.S Route 66 Centennial Commission's dynamic scoring process;
7. Identify consumer experiences, events, projects, sites, and activities to be officially certified by the U.S. Route 66 Centennial Commission ad included in official promotional efforts; and
8. Perform and other actions, as directed by the chair or the governor.



New Mexico Route 66 Centennial Coordination Group Overview Cont.

- The Route 66 Coordination Group shall be administratively attached to the Tourism Department.
- The Secretary of Tourism will be responsible for designating a Group Chair and Vice Chair, respectively. The Group will need to establish by-laws, meet at least four times each year, and establish working groups or subcommittees as necessary to address specific topics and tasks.



New Mexico Route 66 Centennial Coordination Group Overview Cont.

Projects and Activities

Each signatory state agrees to identify projects and activities in its state for the centennial celebration that align with the U.S. Route 66 Commission's strategic principles which include:

- Celebrate and Honor
- Preserve and Protect
- Tourism Demand Generation
- Tourism Development
- Create Economic Development
- National Collaboration
- Research & Education



New Mexico Route 66 Centennial Coordination Group Overview Cont.

Each state agrees to identify and propose projects and activities for the following designation consideration by the Commission:

1. National Route 66 Centennial Projects: Through state representation on the National Working Groups, states will propose projects that span across all eight states and/or require multi-state collaboration, as well as activities that are national in nature.
2. Route 66 State Signature Centennial Projects: Through each state's independent Coordination Group, states' members will provide the Commission with a proposed list of prioritized State Signature Centennial Projects
3. Route 66 Centennial Certified: Through each state's independent Coordination Group, state members will identify consumer experiences, events, projects, sites, and activities to be officially certified by the Commission and included in official promotional efforts.



New Mexico Route 66 Centennial Coordination Group Overview Cont.

National Working Groups

The framework of the national Commission provides that four (4) National Working Groups be established to identify and prioritize projects. New Mexico's representative on the commission shall appoint one state representative to serve on the Commission's National Working Groups. The National Working groups are defined as follows:

1. National Event Celebrations
2. International/National Tourism Marketing
3. Infrastructure
4. Commemoratives and Publications



New Mexico Route 66 Centennial Coordination Group Overview Cont.

Stakeholder Meetings

Each Signatory State will conduct at least five (5) stakeholder meetings to obtain input from their community on the proper activities and projects to honor the Mother Road. Signatory States are encouraged to record and share meetings with the Commission for communication purposes.



New Mexico Route 66 Centennial Coordination Group

Guiding Questions to Consider:

- How can this Group most efficiently and effectively inventory all existing assets related to Rt. 66 in New Mexico? What sources already exist? What research and planning has already occurred, and how can this work be leveraged?
- Who are the key stakeholders that this Group must engage with? How can those stakeholders best contribute to the five stakeholder meetings required by the EO?
- How should this group approach the “vetting” of projects/activities?
- How should this group organize its work to efficiently and effectively communicate priorities to the National Commission
- How should this group approach the different “versions” of Rt. 66 in New Mexico?
- What does success look like for this Group?
- Other questions?



Next Meeting





Public Comment





Adjourn

