



A Non-profit Corporation

# NEWSLETTER

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## Welcome Members!

Summary of the October Statewide Workshop - Excerpts from "the Newsletter of the Oklahoma Main Street Program" December 1989 - Volume IV, Number 4. Oklahoma Department of Commerce.

From Texola to Miami, over 100 people gathered, Saturday, October 28, to share memories and learn more about historic Route 66. Dr. Tom Snyder, founder of the National Route 66 Association, was extremely impressed with the Oklahoma turnout. According to Snyder, most states have about 25 people attend in the initial kick-off. Prior to Oklahoma's conference, the largest group was 50!

Hosted by the Oklahoma Tourism and Recreation Department, along with the Oklahoma Main Street Program, Oklahoma Historical Society, and the Oklahoma Department of Transportation, the conference brought together various groups and individuals interested in reviving the economic, nostalgia, and heritage of Route 66.

State Highway 66 is still intact in many places in Oklahoma. Oklahoma City to Tulsa is the longest stretch. With a new statewide organization formed as a result of the conference, plans are underway to develop activities and events to bring people back to "America's Main Street."

Michael Wallis, author of Oil Man, has done extensive research on the Route. His newest book, Route 66 The Mother Road, will be released in the spring of 1990. As a part of the program, Wallis read excerpts from his book vividly painting mental pictures of the once grand road linking east to west. Having lived in 7 of the 8 states where the Route lies, he feels a certain kindred spirit toward the old highway. The Oklahoma Department of Transportation has designated "tourism brown" signs with the new Oklahoma Route 66 logo to be located on the highway. They should begin appearing along the Route in 1990.

Also presented were workshops providing information about designating structures along the Route for historic preservation and information regarding fund-raising for non-profit organizations as well as a workshop on promotional activity and the development of special events.\*

### Newsletter Committee:

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## KOMA Fund-raiser

On Saturday, October 21, 1989, KOMA and the Classic Cars sponsored a kick-off to benefit Route 66. A car show was held along with various competitions. Numerous events were conducted during the day at the Remington Park in-field. Included were best 50s look contest as well as a 50s and 60s lip sinc contest. Birthday cake was provided in celebration of KOMA's first year anniversary as Oklahoma's Oldies Station. As a part of the program, donations were received for the Route 66 project. A total donation of \$1,783.68 was given to the Oklahoma Tourism and Recreation Department in support of the Route 66 project. At the request of the donors, all of this money has been earmarked for the production of historic Route 66 signs which will be installed along the Route. At \$100 each, this will allow the installation of 18 signs along the Route. All the membership thanks KOMA radio, 1520 AM, for their support and continued encouragement on this statewide project.\*

# Thanks KOMA!

Excerpts from a letter written by Pearl Golden, \_\_\_\_\_ of the Will Rogers Hotel and Restaurant Center to her State Senator, dated November 13, 1989.

Approximately four weeks ago we had a meeting here at the hotel with representatives from Catoosa, Claremore, Chelsea, and Vinita, for the purpose of forming a "Route 66 Organization". We did it with Co Chairmen being, Gary Clark and Terry Gorhan both of Chelsea.

Two weeks ago, Terry Gorhan and I attended a state meeting at the capitol, for the purpose of organizing an "Oklahoma Old Route 66 Association". This meeting was organized and put on by the State Tourism Division with help from the State Historical Society and was attended by approximately one hundred people from across the State who are interested in promoting Route 66

as a tour thru the State of Oklahoma. I believe the meeting was a great success, the tourist division did a good job, and the Association was formed as a 501 c 3 non profit association so that chapters, i.e. the Catoosa to Miami Chapter, can fall under the umbrella of the State Association negating the need for each chapter having the expense of paper work and filing for the non profit status.

The Oklahoma Department of Transportation has designed an historic route 66 sign which they are making available to municipalities, civic groups, individuals and etc., installed with post and everything for \$100.. It's not a bad deal. Mr. Andy Oden, Public Relations man with the ODOT was one of guest speakers at this State meeting, showed the sign, and said that if the signs were put up every five miles from Eric to Miami, the cost would be approximately \$18,000.

Now, ..., I want to make a very serious recommendation to you; that we put an extra \$18,000. into the ODOT budget and earmark it for these signs. It just seems to me that directional signs in our State should be uniform, not only in appearance but placement as well. We need these signs all across the State, not just those communities that can find the funds, and have some communities, perhaps those who need them the most, left out.

I just think this is a viable project for the State to do. In fact, we need these signs up for this "Homecoming 90" to give those people who out migrated on Route 66 an opportunity to see and feel some of their Oklahoma Heritage upon returning for this celebration.

Let me know your thoughts on this .... I feel certain, that, if given the opportunity, our friends across the State serving in the State Legislature will agree that this \$18,000 is certainly a sound investment to create more tourism dollars for Oklahoma.

Please let me know if I can be of any help to you in any way.\*

**GOOD LETTER PEARL!**

## Organizational History

This Association was incorporated on October 16, 1989, within the State of Oklahoma. Membership enrollment began October 28, 1989, at a statewide meeting of persons interested in the development and enhancement of old U.S. Route 66 within the state.

During the 1989 Oklahoma legislative session, the economic potential of Oklahoma's Route 66 was recognized by the legislature and the Governor. Through the authority of an Enrolled House Joint Resolution, a task force of individuals representing four agencies of state government was developed. These agencies included the Department of Commerce, the Department of Transportation, the Historical Society and the Oklahoma Tourism and Recreation Department. With the Oklahoma Tourism and Recreation Department taking the lead, a survey of the Route was done and a one-day workshop conducted. At the workshop, material was presented on historical preservation, developmental enhancement, fund raising, promotions and event sponsorship.

## Summary of Purpose

This Association will serve as the non-governmental body which will coordinate the statewide economic development, enhancement, improvement, preservation and recognition of U.S. Route 66 within Oklahoma. The efforts initiated by the Governor and the legislature will be carried out by the Association to meet the Route's full potential.

## Functional Benefits

1. Serves as a vehicle for cooperative promotions, distribution of data and information, consolidation of costs and sharing of resources regarding the Route.
2. Acts as the liaison with the original state agency task force members in order to assure and continue state recognition and support.
3. Provides technical assistance and guidance to communities along the Route that may wish to develop Route 66 projects.
4. Serves as liaison to any federal agencies researching the Route.
5. Is a depository and library for materials and resources about the Route.
6. Identified sites of historic or cultural significance along the Route and promotes efforts to preserve or acquire these elements of importance.
7. Develops and distributes an Association newsletter along with various brochures, maps, public information and interpretive resources about the Route.
8. Solicits donations and contributions in support of the statewide efforts.
9. Applies for grants and other matching fund programs available from both public and private entities.
10. Serves as a source of pass-through funds to supplement local efforts to preserve, enhance or otherwise improve the Oklahoma Route.
11. Prepare and provide lending library access to video tapes, slide shows and other materials which are helpful in promoting enthusiasm in the Route.
12. Coordinate a speaker's bureau through which individuals can present programs about Route 66 to clubs and organizations.
13. Serves as a vehicle to encourage testamentary bequeaths to the Association in support of its purposes.
14. Coordinate statewide events, fundraisers, workshops and the annual meeting of the Association membership.
15. Prepares and maintains a directory of Association membership including businesses and areas of interest of the members.

## Board of Trustees

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Sherry Higgs  
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Tulsa County

## \* Membership Report

Since the initiation of the membership solicitation, the Oklahoma Route 66 Association has had a steady flow of applications for membership. Currently we have 25 Individual memberships, 8 Family memberships, 5 Business memberships, 58 Founding Charter memberships and 1 Sustaining membership, for a total of 97 Association memberships at this time. Each day new applications are received and additional support is expressed for our efforts. Included within the membership are out-of-state members from Washington, D.C.; Fayetteville, Arkansas; Wichita Falls, Texas; Rochester, Illinois; St. Louis, Missouri; and Topeka, Kansas. If any of the members of this Association should know of someone who may be interested in belonging to the Association and receiving the newsletter, please pass on the application which is included in this mailing to that person.

Danny Scott, Membership Chairman

MEMBERSHIP APPLICATION  
OKLAHOMA ROUTE 66 ASSOCIATION

NAME OF MEMBER: \_\_\_\_\_  
(Please Print)

MAILING ADDRESS: \_\_\_\_\_  
(Please Print)

\_\_\_\_\_  
BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ BUSINESS PHONE: \_\_\_\_\_

MEMBERSHIP CATEGORY: \$ \_\_\_\_\_

Select One:

- \$10.00 Individual Member (Newsletter, Membership Card)
- \$15.00 Family Member (Newsletter, Membership Card)
- \$25.00 Business Member (Newsletter, Membership Card/  
Certificate)
- \$30.00 Organization or Affiliate Member (Newsletter,  
Membership Certificate)
- \$100.00 Benefactor Member (Newsletter, Membership Card/  
Certificate)

PARTICULAR AREA (S) OF INTEREST: Check one or more and add  
comments to help define.

1) Route 66 Preservation: \_\_\_\_\_

2) Route 66 Promotion: \_\_\_\_\_

3) Route 66 Association: Committee Chairman, Committee  
Member, Trustee or Officer, etc.: \_\_\_\_\_

Mail To:  
(checks payable to:) Oklahoma Route 66 Assoc.  
c/o Danny Scott, Membership Chairman  
P.O. Box 166  
Oklahoma City, OK 73102

\* Membership will renew every year in January except for 1989  
membership purchases which will extend for all of 1990.



*66 Get Your Kicks 66*

Special Event Planning

During this first year of existence for the Association, the Board has decided to plan some special events that would involve Route 66. Since this is Homecoming '90, the events that are scheduled by the various communities should consider using that as a theme to tie everything together. At this time the Board is scheduling a road-rally which will extend along at least a portion of the Route with the actual rally being held on the weekend of June 9. Kick-off activities for the June activities will begin June 6, 1990. (6/6/90) So far, event planning is underway in Lincoln County, with the Lincoln County 66 Jamboree being the title of the county-wide activity. Every community along the Route is encouraged to consider some sort of event during the month of June, so that promotional efforts can be consolidated. Potential functions which could be considered are as follows:



- Tractor Races
- Jogathons/Volksmarch/Bicycle Races
- Fishing Derbys
- Boat Races
- Theme Days for Decorating Store-Fronts along your Main Street
- Rodeos



- Arts and Crafts Festivals
- Reinactments of Gunfights or Oil Field Operations, depending on the emphasis of your community
- Pow-Wows
- Fiddling Contests
- Softball Tournaments



*Oklahoma Homecoming '90*



