

ROBERT FROST / OLD STAGE COACH SCENIC BYWAY

Stevens Memorial Hall

Chester, NH

June 15, 2015, 7:00 PM

DRAFT MINUTES

1. Welcome/Introductions

Chair Elizabeth Robidoux opened the meeting at 7:05 pm. Members in attendance were:

Byway Committee Members

Elizabeth Robidoux (Auburn)

Stoney Worster (Auburn)

Paula Marzloff (Auburn)

Jean Methot (Chester)

Rick Holmes (Derry)

Rob Morris (Hampstead)

Rick Hartung (Hampstead)

Judy Glen (Derry / Molly Reid DAR)

Julie Pike (Molly Reid DAR)

Marilyn Sullivan (DAR)

Victor Sinadinovski (SNHPC)

Scott Bogle (RPC)

2. Review of Minutes – December 15, 2014

Motion by Jean to approve the minutes of the March 2015 meeting. The motion was seconded by Rob.

3. Old Business

- Scott informed the Committee about the edits he made to the Corridor Management Plan (CMP), which included the update of the resources inventory, changing photos and references, updating the byway council list, and etc. He wants the final bound copy to be ready by next meeting. Any edits to the document should be sent to both Liz and Scott by **July 15, 2015**.
- Regarding the CMP, members had concerns about using photos that are protected under copyrights laws. Members should look at the photos in their town's sections to determine if we have rights to use those photos, if we can get the rights to use those photos, or if we can find other photos.
- Status of Atkinson membership: someone name Gwen from Atkinson wants to be on this committee; she should go to the Atkinson Selectmen to get appointed. The Committee agreed that Atkinson was a driving force at the beginning but has done very little recently. It would be good to have representation and involvement from Atkinson. Liz will reach out to Gwen and explain the appointment process.

4. Marketing

Both www.robertfrostscenticbyway.com and www.oldstagecoachscenicbyway.com have been secured for 2 years. However, funding is needed for the website. We need someone to do it professionally and to make it exciting, appealing and interactive. The possibility of working with college students was raised. Or we could hire a professional person or company. Also, there were suggestions to use social media sites (such as Facebook) in the meantime and/or in conjunction with the website. In addition to funding for the websites, however, the

Committee needs someone to be constantly updating and maintaining the content of the website.

5. Funding

There was much discussion about possible ways to get money to fund the website, other marketing materials, and future initiatives. Adam spoke to David Preece of SNHPC, and David said that the SNHPC can receive funds on the Committee's behalf. Also, we should approach the New Hampshire Charitable Funds and Eversource for potential funding. GSC in Chester, the telephone company, could also be a potential source. So could town historical societies or associations, depending on how much money they have available.

There is a need for the members to get an approximate amount of funding that we need to do the website before approaching organizations for funding. Some members should figure that out and then work on grant proposals for some of the companies listed above.

6. Logo

It seems pretty clear that the apple tree with the grinding wheel will be the logo. But first we need to figure out if we can use it because of copyright laws. We will see if both the apple tree logo and the winding path logo can be used freely before making a final decision.

7. Signage

There was some discussion about appropriate places to put the signage. They should be by existing poles. We should review if all locations make sense. Each town's members will take a look at the list to see if the sign locations are okay or need to be changed. Then they will e-mail Liz and Scott by July 15th, 2015 with their findings.

8. Next Meeting

The next meeting will be in Auburn on August 24th, which is a Monday.

Meeting stood adjourned at 8:42pm.

Respectfully submitted by Victor Sinadinowski, SNHPC