



ROBERT FROST / OLD STAGECOACH SCENIC BYWAY

Derry Municipal Center
July 20, 2020



MINUTES

1. Welcome/Introductions

Chair Rob Morris opened the socially distant meeting at 7:05 pm. The following council members were in attendance:

Rob Morris, Chair (Hampstead)
Richard Pyne (Atkinson)
Elizabeth Robidoux (Auburn)
Deb Mancini (Auburn)
George Sioras (Derry)

Karen Anderson (Derry)
Tina Harrington (Hampstead)
Scott Bogle (RPC)
Adam Hlasny (SNHPC)

2. Review of Minutes – September 30, 2019

Motion by George to approve September minutes as presented, seconded by Scott. Motion carried unanimously with Liz and Karen abstaining.

3. Outreach

Brochure distribution

Adam and Tina introduced the recently completed brochures, noting that 1,000 copies were printed by a local company for \$250. There was positive feedback from those present. There followed a discussion about potential display locations:

- Historical societies
- Town halls
- Libraries (esp. Taylor in Derry)
- Derry/Londonderry C of C
- Manchester Airport
- Businesses along byway
- Audubon Center (Auburn)
- Robert Frost Museum
- I-93 rest stops (follow up w/King Graphics in Plaistow)

With the considerable number of potential locations, it was noted that the 1,000 brochures could disappear quickly. Given the relatively inexpensive printing costs, there is a possibility of reordering 1,000 or potentially even 5,000 within a year depending on how soon more are needed.

Other outreach possibilities

Rob said it might be beneficial to have a “testimonials” section of the website where individuals who have driven the byway could share their experiences.

Adam shared some small stickers he had ordered as an example of byway “swag”.

The council discussed the possibility of inviting New Hampshire Chronicle or the Channel 5 Massachusetts version of Chronicle to do a segment on the byway. Scott noted that he had a contact from a couple years back when the latter program featured the East Coast Greenway Project. Those present agreed that, for better or worse, the likely audience for the byway would come from Massachusetts. Council members agreed to perform follow up research on this possibility.

The Hippo Press and other local newspapers were noted as good channels by which to get out information about the byway.

4. Summer/Fall Events on the Byway

While most upcoming events have been canceled by COVID, the Chester Scarecrows are likely to move forward, as they can be enjoyed from safe social distances. Chester is also gearing up to celebrate its 300th anniversary in 2022.

Rob mentioned Julien Icher and his Lafayette Trail project. This young Frenchman has moved to the United States and has worked tirelessly to promote recognition of the path Lafayette took across the United States in 1824-25, which includes two stops (Adams Female Academy, Redfield Tavern) in Derry. There has been talk of installing a Lafayette-themed historical plaque somewhere near the Main St/Chester Rd (Danforth Circle) intersection. Those present thought perhaps Mr. Icher could make a presentation sometime along the byway this fall.

5. Other Business

Deb noted that the first meeting of the year should be the annual meeting at which officers are nominated. Given the 10-month COVID-related delay since the previous meeting, **Tina made a motion to forego officer elections until 2021. The motion was seconded by Liz and carried unanimously.**

6. Next Meeting

The next meeting will be held on **Monday, September 21, 2020** in Auburn. If there is a meeting space conflict, the backup location will be Hampstead Town Hall.

Motion by George to adjourn, seconded by Liz. Meeting stood adjourned at 8:05 pm.