



ROBERT FROST / OLD STAGECOACH SCENIC BYWAY

Atkinson Community Center
September 30, 2019



MINUTES

1. Welcome/Introductions

Chair Rob Morris opened the meeting at 7:02 pm. The following council members were in attendance:

Rob Morris, Chair (Hampstead)
Linda Jette (Atkinson)
Richard Pyne (Atkinson)
Jean Methot (Chester)

George Sioras (Derry)
Tina Harrington (Hampstead)
Adrienne Dancer (Molly Reid DAR)
Adam Hlasny (SNHPC)

2. Review of Minutes – April 29, 2019

Motion by Jean to approve April minutes as presented, seconded by Linda. Motion carried unanimously with George abstaining.

3. Status Updates

Membership

Linda introduced Atkinson's new member, Richard Pyne. The other towns have not filled any vacancies since the April 29 meeting.

Marketing

The draft brochure was revealed. The group generally liked the brochure but commented that the maroon background color should be a lighter red, and that the map should be edited to display route numbers.

There was some discussion about where to place the finished brochures: town halls, historical societies, and libraries seemed appropriate, as well as diners and other local establishments with significant foot traffic. In terms of quantity, Rob said that 500 could probably be gone through easily, so suggested 1,000 be ordered. **Motion by George to authorize the chair to spend up to \$400 for 1,000 copies of the brochure, seconded by Jean and approved unanimously.**

At the request of Elizabeth Robidoux (excused), the lights were dimmed and the promotional video created by Derry Community Access Media was played. Those present expressed satisfaction, and suggested the video be shared on local access television in all the byway towns.

4. Fall Events on the Byway

- The Chester scarecrows constitute the main fall event. The range of these handmade beings has expanded into surrounding towns as well. Adam noted that photos could be sent to him for posting on the byway's website. Jean added that NH Chronicle is coming to Chester on October 2, 2019 to film some of the process. This is Chester's 10th year of scarecrow displays.
- George said he would touch base with Elizabeth to see if Derry is doing its "spudheads" in 2019. He added that the Derry Holiday Parade comes up on the last weekend of November and could be a good event to add to the byway website.

5. Other Business

There was no other business.

6. Next Meeting

As the council did not want to meet during the holidays or during the winter, the next meeting will be held on **Monday, March 30, 2020** in Derry.

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