

Frost-Stagecoach Byway Council Meeting Minutes

6/30/25, 7:00 pm, Derry

Attendance:

Rob Morris, Chair – Hampstead
Jean Methot, Vice Chair – Chester
Tina Harrington – Hampstead
George Sioras – Derry

Caroline Wilson – Derry
Robert Lazzara – Derry
Nicole Berry – SNHPC

3/31/25 Minutes were approved (Jean/George) – allowed with only 3 towns there

Membership status: Robert “Bobby” Lazzara joined from Derry

- Still looking for alternates for meetings
- Auburn and Atkinson need members

Updates:

- Auburn Improvement Project:
 - o No one from Auburn is at the meeting
 - o Maybe another site walk like the one done a year ago
 - o Talk with contractor to see if they could beautify the area through their own volunteer time (they can leave their business sign up after) after the project gets finished
 - o The state of NH is doing this project and money is getting tighter
 - o A potential for a Phase 2: military monument across from town hall to provide a clearing for the brook
 - Maybe waterworks again?
 - Waterworks will be needed to maintain these projects
 - o Need an Auburn representative to facilitate this project
- Signage:
 - o North to Salem Rd and a sign coming from Robert Frost has not yet been put out... Tina will follow up

Trolley Tour Details:

- Biggest issue: tour route determination
 - o Jean and Rob will drive the byway on July 17 in the afternoon
- Start and end at Pinkerton Academy:

- Designated parking – a resource officer will coordinate
- Culinary students will make lunch at a free to minimal cost rate
- It might be beneficial to still reach out to local restaurants for 10% off with a trolley card for that day or maybe valid for a week
 - Maybe Auburn HOP
 - Maybe a Robert Frost Museum deal depending on if it's still open
- Trolley cost:
 - If the estimated cost is around \$500, then it would be \$25 minimum per person in case enough tickets are not bought
 - Possibility of creating a waiting list and calling people day of if there is space
- Advertising/marketing:
 - A byway passport marking places to visit and maybe restaurants
 - Active marketing: set ups on Derry Rail Trail, at car shows, at Pinkerton Pizza Festival
 - Huge banners hanging off front of tables were a popular idea and Bobby has a table display set up for use
 - Bikers come through Chester for scarecrows and Jean is seeing if they would possibly schedule a ride through on the same day so people can see and/or potential for pictures
- If success maybe a spring trolley ride as well
- Itinerary details:
 - More to come once the route is driven
 - Deciding if there is enough time to make it to Atkinson in a timely manner
 - Leaving scenic byway to go to 111 and get some of Atkinson and all of Hampstead is a possibility
 - Also talk about using Island Pond Rd
 - Chester Center, Robert Frost Museum possible 15–20-minute restroom stops
 - George is reaching out to see if RF Museum will be open
 - Jean has a PA system for speakers on the trolley to use
 - Determining if there needs to be a speaker for every town?
 - Right now, I believe Hampstead, Chester, Derry and Auburn have potential speakers
 - Vehicle to follow trolley to switch out speakers to allow more room

Next Steps:

- Next full meeting 9/29... most likely planned for Atkinson as of right now
- Need to meet on zoom at the end of July or early August (decide when Adam returns)
- Rob motioned for the end of meeting and George accepted/seconded it around 8:15 pm