

ROBERT FROST / OLD STAGECOACH SCENIC BYWAY



Chester Town Offices
November 29, 2021

DRAFT MINUTES



1. Welcome/Introductions

Chair Rob Morris opened the meeting at 7:15 pm. The following individuals were in attendance:

Rob Morris, Chair (Hampstead)
Deb Mancini (Auburn)
Paula Marzloff (Auburn)
Elizabeth Robidoux (Auburn)
Jean Methot (Chester)
George Sioras (Derry)

Marc Siragusa (Derry)
Tina Harrington (Hampstead)
Scott Bogle (RPC) - *via telephone*
Monique Duchesne (SNHPC)
Adam Hlasny (SNHPC)

2. Review of Minutes - August 30, 2021

**Motion by Jean to approve August minutes as presented, seconded by George.
Motion carried unanimously.**

3. Updates

Story Map

Monique gave a final rundown of the interactive Story Map, noting that the route was changed to white for better contrast with the dark green aerial background. Points of interest can be added at councilmembers' request, as the map will be a "living" resource. The map will now be added to the byway website. Elizabeth and Adam both thought that a clickable image of the map could be posted, rather than just a hyperlink.

Website Analytics

Adam gave a summary of website analytics, noting that most visitors to the site are from within a 50-mile radius of the byway. He also noted that visitation is lowest in the winter, rises somewhat in the summer, and then rises significantly in September and October, by far the busiest time of year for website visitors.

4. 2015 Corridor Management Plan (CMP) Update

• **Traffic and crash data/maps**

Adam shared a paper copy of a heat map produced by SNHPC showing relative concentration of high crash locations along the byway. He added that updating the crash data remains a work in progress, and more specifics will be provided at the next meeting.

- **Key Issues**

There was a discussion about the key issues that had been identified in advance of the original CMP. A public visioning session and public hearing had been held in April 2013 and March 2014, respectively, to help identify these issues.

It was decided that, since all byway council meetings are publicly noticed and no major byway changes were proposed, to forego an additional public hearing for the 2022 CMP update.

Other than a few minor corrections/updates, there have been few changes to the key issues section over the last seven years. Two additional sections were proposed: COVID's impact on tourism, and one on grant opportunities.

- **Timeline/Upcoming Tasks**

Adam reviewed the timeline, noting that the Key Issues discussion can continue at the March meeting. SNHPC staff will make suggested edits and forward to the byway council prior to that time. The goal is to meet four times next year prior to a November 2022 adoption of the revised CMP.

5. Other Business

Deb noted that signage has now been installed in Auburn. She pointed out that there should be an additional sign on NH 121 northbound at the Chester/Auburn border.

Jean said that alternatives have been proposed for the NH 102/NH 121 intersection in Chester, including a somewhat controversial roundabout option. Given the historical importance of this intersection, it was suggested that the byway council discuss further at its March meeting and consider writing a letter of support for maintaining the historical integrity of this junction.

Marc noted that his family will be opening a new inn/wedding venue called Westbrook in Derry sometime in Spring 2022. He asked about potential partnership opportunities with the byway, as the venue is in an historic building.

Several upcoming events were mentioned, including a tree lighting this Saturday in Chester, a winter fun weekend in February, and 300th anniversary festivities beginning in May. Elizabeth volunteered to post these items to the byway's website if someone can send her the details.

6. Next Meeting

The next meeting will be held on **Monday, March 28, 2022**, tentatively in Atkinson.

Motion by George to adjourn, seconded by Elizabeth. Meeting stood adjourned at 8:23 pm.