

General John Stark Scenic Byway Council

Meeting Notes

June 15, 2020

Town Office, Goffstown

In Attendance:

David Pierce, Chair – Goffstown
Heleen Kurk – Weare

Monique Duchesne – SNHPC
Adam Hlasny – SNHPC

Welcome and Introductions

Chair David Pierce called the meeting to order at 2:31 pm.

Review minutes from 3/3/20 Meeting

This item was tabled due to lack of a quorum.

Corridor Management Plan (CMP) Update

Dave noted that he has begun reviewing/editing the Goffstown section of the CMP. In addition to providing new/updated text, he is also in the process of updating photos of the byway's points of interest, many of which are very outdated. Heleen suggested superimposing an historical photo next to a current one in the CMP.

Heleen mentioned that she had sent Adam a list of businesses in Weare and is preparing a 20-minute presentation for the Weare Library that will use information from the byway. She added that it would make more sense to arrange points of interest sequentially in the CMP rather than by category (historical, recreational, scenic, etc.). Adam noted that while there is some level of customizability in the CMP, it is primarily a reference document for the byway and for NH DOT. Materials such as the website and brochure will be where the council can arrange these items in a more pleasing fashion for potential travelers.

Website

Dave said that he has made several attempts to visit the Goffstown Main Street Program (GMSP) office and introduce himself to the new director, Dave Lawton; thus far he has been unsuccessful. If GMSP can host a reimagined GJSSB website, it would open the door to potential business sponsorship/advertising.

Business Flyer/Outreach Strategies

Dave complimented Heleen's list of Weare businesses and said that the other three towns should do the same. Following this step, it will need to be discussed how to proceed with business outreach. One approach could be to correspond with all businesses and solicit interest in partnering with the byway. Another could be to give businesses a free decal in hopes that they will be amenable to participating. This discussion will continue at the next meeting.

Other Business

Ray Clement had suggested researching the history of the traveled way at the previous meeting. It was suggested to follow up with Ray to ask him to perform this research.

The next meeting is tentatively scheduled for September 8. The meeting was adjourned at 3:04.