

General John Stark Scenic Byway Council

Draft Meeting Notes

October 20, 2015
Main Street Office, Goffstown

In Attendance:

David Pierce, Chair – Goffstown
Heleen Kurk – Weare
Lyn Lombard – New Boston

Peter Grigorakakis – Goffstown
Ray Clement – Manchester
Barbara Schult – Goffstown

Staff:

Dean Williams, CNHRPC
Adam Hlasny, SNHPC

Welcome and Introductions

Mr. David Pierce, Chair of the General John Stark Scenic Byway Council, called the meeting to order at 3:57 pm.

Approve Minutes from the July 21, 2015 Meeting

Motion to approve by Chair Pierce; seconded by Lyn Lombard.

Byway Signage

David presented the recently fabricated byway sign, noting that there were some significant errors in the fabrication process. These included a thicker line weight that darkened much of Gen. Stark's face, removal of the black border, reversing the road color from white to black, and making the sword's outline white instead of blue. Making the matter more indigestible is the fact that no proof was sent to David before signs were manufactured. When these issues were brought forth, the Correctional Industries Foreman offered a 25% discount on the existing signs, or a small discount for a brand new order. David noted that the above changes, made unilaterally by the manufacturer, were unacceptable, and called for a motion to reject the signs.

Motion to reject signs made by Heleen Kurk, seconded by Lyn Lombard.

For a next step, it was suggested that David contact Executive Councilors Pappas and Wheeler to complain about the signs' inadequacy, and the poor business practices of Correctional Industries.

Other Business: potential outreach, marketing ideas

For marketing the byway, the following ideas were discussed:

- Use of a QR code to be placed on the physical byway signs. This would allow byway travelers to stop and scan the code on their smartphone, which would bring them to further information on the byway's website. Lowell von Ruden of Goffstown was a suggested contact to get this process started.
- Various methods for increasing involvement of local businesses, including placemats for local restaurants, stickers showing businesses' solidarity with the byway effort, and potentially having some mention of byway businesses on the website. Adam cautioned

that since grant funds for the website came through NH DOT, there may be restrictions on this; he volunteered to do further research and contact State Scenic Byways Coordinator William Rose.

- A passport (for kids or adults) that would potentially allow byway travelers to check off attractions visited for the ultimate goal of winning a prize. Barbara volunteered to research this further by contacting selectmen/historical society reps and soliciting top sites in each town.
- Peter offered to use Goffstown Main Street's social media platforms to promote and increase awareness of the byway.

The group agreed that the installation of signage may produce a groundswell of byway interest and momentum among the four towns.

Next Meeting

As a date could not be decided upon, Adam volunteered to send out a Doodle poll to determine the best date for the council's annual meeting in January 2016.

The meeting adjourned at 5:03 pm.