

# General John Stark Scenic Byway Council

## Meeting Notes

April 19, 2016  
Town Office, Goffstown

### In Attendance:

David Pierce, Chair – Goffstown  
Heleen Kurk – Weare  
Naomi Bolton – Weare  
Barbara Schult – Goffstown

Ray Clement – Manchester (SNHPC)  
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 4:10 pm.

### Approve Minutes from the 10/20/15, 1/26/16 Meetings

Approvals of the meeting notes from October and January were tabled due to lack of a quorum.

### 2016 Officer Positions

Election of Officers was tabled due to lack of a quorum.

### Future Goals/Plans

The group brainstormed several potential events/initiatives that could help spur participation and market the byway more broadly:

- A **photo initiative** which would encourage individuals to snap a photo of themselves next to one of the new GJSSB signs and share on social media (Twitter, Instagram, etc.). There could also be a traditional media outreach in Goffstown, Weare, and New Boston newspapers. One idea was that the first person to submit their photo from each town would get their photo published. Barbara agreed to send Adam a blurb, which could be adapted and sent out for extra publicity after details have been worked out.
- A **four-town bus tour of the byway**. A small bus could be rented; route/pickup logistics were discussed. A costumed John Stark could produce a “script”, weaving together disparate elements to tell a coherent story of the byway. Town Historical Societies could be involved in the planning of this event. Several funding possibilities were discussed:
  - A \$10 participant admission charge
  - Sponsorship/donations from local businesses in exchange for their logo to be displayed somewhere prominent on the bus/tour
  - A council member fronting the cost of the bus rental with the hope that donations/admission would let the council break even at the end of the day
- **The Byway Council having a presence at town events**, such as the New Boston Independence Day Celebration and Weare Old Home Day (August 27).
- **Some longer-term ideas discussed included:**
  - Try to integrate the byway into NH History school curriculum.

- Solicit a high school senior to dress up as John Stark and teach younger pupils about the history and cultural treasures of the byway. This could culminate in another bus tour.
- A 'punch-card' or 'passport' concept, whereby visitors to the byway could get a 'stamp' at various sites. A completed passport might be eligible for some sort of prize.

The group agreed that the lack of participation from Dunbarton and New Boston has been crippling over the last six months. Barbara, Naomi, and others agreed to redouble efforts to engage individuals from those two communities. Adam mentioned that in an ideal world, each community would have two representatives and one alternate.

#### **Next Meeting**

The next quarterly meeting of the council will be held on **Tuesday, July 19, 2016**, 4pm at a location to be determined.

The meeting adjourned at 5:10 pm.