

# General John Stark Scenic Byway Council

## Minutes

April 21, 2021

ZOOM

### In Attendance:

David Pierce, Chair – Goffstown  
Alison Vallieres – Dunbarton  
Dick Moody – New Boston  
Heleen Kurk – Weare

Katie Nelson – CNHRPC  
Monique Duchesne – SNHPC  
Adam Hlasny – SNHPC

### Welcome and Introductions

Chair David Pierce called the meeting to order at 2:32 pm.

### Review minutes from 1/28/21 Meeting

Motion by Alison to approve 1/28/21 minutes, seconded by Dick and carried unanimously.

### Corridor Management Plan (CMP) Update

David noted that he provided a comprehensive list of edits in the last week. In addition to looking at Goffstown-specific elements of the plan, he also took a more global view and commented on other parts that needed updating.

Alison requested a paper copy of the plan. David and Adam will coordinate to produce and get the plan to Alison by the end of the week.

Adam suggested setting a hard deadline of the next meeting to complete the CMP update.

### Business Outreach

David admitted he has not yet drafted business letters. Given that ideally the letters would be hand-delivered, a delay on this front may not be costly.

Katie discussed the Currier and Ives Byway and how the council has highlighted a business or organization each of the last several months. This practice is a win-win, as the business gets more exposure and learns more about the byway in the process.

Monique said that SNHPC has been working on a Rail Trail Passport recently. A similar idea for a byway passport could be a good way to bring byway visitors to businesses, and vice versa. Those present agreed that it was an idea worth pursuing, but Heleen suggested doing some preliminary outreach to businesses first and giving an introduction to the byway before pursuing a more robust initiative like this.

### **Membership**

David reiterated the benefits of drafting letters to town administrators to solicit further participation from each of the four towns.

### **Website**

Adam said that the current cost of the [www.generalstarkbyway.org](http://www.generalstarkbyway.org) domain name is \$36 per year. The byway's Facebook page currently has about 280 followers but is not updated regularly.

Monique discussed social media options briefly, noting that the byway's Facebook page could be enhanced and updated more regularly; businesses could also be highlighted. Twitter and Instagram are other social media networks that could be used to the byway's benefit.

### **Other Business**

There was a discussion about knotweed and its deleterious effects in the byway's towns. Adam asked those present to share their email addresses to ensure everyone was receiving communications.

Adam will send out a Doodle poll to determine the next meeting date in June.

The meeting was adjourned at 3:12.