

ROBERT FROST / OLD STAGE COACH SCENIC BYWAY

Derry Municipal Center
February 27, 2017, 7:00 PM

MINUTES

1. Welcome/Introductions

Chair Jean Methot opened the meeting at 7:00 pm. Those in attendance included:

Jean Methot, Chair (Chester)	Steve Pearsall (Hampstead)
Gwen Grotenhuis (Atkinson)	Julie Pike (Molly Reid DAR)
Linda Jette (Atkinson)	Marilyn Sullivan (Molly Reid DAR)
Elizabeth Robidoux (Auburn)	Scott Bogle (RPC)
Stoney Worster (Auburn)	Adam Hlasny (SNHPC)
George Sioras (Derry)	Joe Howard (Derry resident)
Rob Morris (Hampstead)	Peggy Howard (Derry resident)

2. Review of Minutes – November 14, 2016

Motion by George to approve November minutes, seconded by Linda. Motion carried unanimously.

3. Potential Route Change

The potential to change the byway's route from North Shore Road to Drew Road in Derry was considered. North Shore Road residents Joe and Peggy Howard presented the case, noting a narrow roadway, difficult sightlines, fast traffic and lack of pond views/access as reasons to make the change. There was considerable debate whether this change would be worthwhile; Jean noted that it took several years to establish this route, and that it will not be easy to change overnight.

- George noted the new conservation easement of 20 acres to be a part of Weber Town Forest. Route realignment to Drew Road could better align visitors with this recreational opportunity.
- Elizabeth noted that signs have already been installed on North Shore Road, and that DPW may bristle at uninstalling and reinstalling in different locations.
- Scott said that any route change must be accompanied by a public hearing and be run by NH DOT for their information and approval.
- The council agreed to review crash data in greater depth and make a decision at its next meeting.

4. Status Updates

Website

- Web designer Steve Pearsall gave a presentation on the draft byway website, highlighting some of the features and noting its design flexibility.

- Marilyn suggested adding an audio element to the website, especially for folks who may be visiting the site on their phones while driving the byway.
- There was some discussion of selling advertising space on the site, especially to defray the several-hundred dollar price tag for domain name reservation. It was generally agreed that advertising should be minimal to preserve the integrity of the site. Businesses could, for example, pay \$10 or \$20 to get their name on the 'byway resources' page. Steve noted that the site has the capability to track analytics, which could be used to inform the businesses "how many clicks" their adverts are receiving.
- Elizabeth noted that the domain names will be expiring soon or have already expired. She reviewed a pricing structure from GoDaddy, with per-year prices decreasing with increased contract commitment. Scott mentioned that it would probably be more cost-effective to settle on one domain name rather than to secure multiple; this could be subject to a council vote.
- When the site is finalized, each town will have administrative access to update events, etc.
- The group will provide comments prior to the next meeting, and the website will be edited accordingly and reviewed by the council in more detail before going public.

Signage Installation

- Scott said that he has a signed MOU from Derry, but is still in need of the same from Hampstead, Chester, and Auburn. There are still two signs needing to be installed in Hampstead.
- Marilyn asked what happens if a sign is destroyed. Jean responded that the town will be responsible after signing the MOU.

5. Other Business

- Elizabeth said that the GoPro video footage of the byway has been lost; she plans to re-drive the byway, perhaps when the daffodils are in bloom.
- The video documentary needs two minor tweaks and will then be placed on an FTP site or a private YouTube channel for council members to review.
- Linda said that if any other towns are following Atkinson's lead in planting daffodils, they should decide soon, adding that she will be willing to assist.
- There was some discussion of the Chester scarecrow project spreading to the other towns this coming fall. Jean will speak with Linda and other interested parties to get the ball rolling on this initiative.

6. Next Meeting

The next meeting will be held in Auburn on **Monday, May 15, 2017**.

Meeting stood adjourned at 8:35 pm

Respectfully submitted by Adam Hlasny, SNHPC