



ROBERT FROST / OLD STAGECOACH SCENIC BYWAY

Auburn Town Hall
September 21, 2020



MINUTES

1. Welcome/Introductions

Chair Rob Morris opened the socially distant meeting at 7:06 pm. The following council members were in attendance:

Rob Morris, Chair (Hampstead)
Richard Pyne (Atkinson)
Elizabeth Robidoux (Auburn)
Deb Mancini (Auburn)
Paula Marzloff (Auburn)

Jean Methot (Chester)
George Sioras (Derry)
Tina Harrington (Hampstead)
Adam Hlasny (SNHPC)

2. Review of Minutes – July 20, 2020

Motion by Liz to approve July minutes as presented, seconded by George. Motion carried unanimously with Jean and Paula abstaining.

3. Outreach

Brochure distribution

Tina gave an update on potential brochure distribution channels. She said that the Hippo Press no longer distributes to the state rest areas but distributes to grocery stores for the rate of \$10 per store per month. Rob and others agreed that this would not be worth the cost, as it would not hit the proper audience.

Others provided updates on where brochures have been distributed thus far, including:

- Town halls
- Historical societies
- Libraries
- Chambers of Commerce

Locations that are promising but inaccessible because of COVID include the Audubon Society in Auburn and the Frost Farm in Derry. Richard suggested checking in to see how many brochures are left where they have already been placed to gauge interest in the byway. George said he would check in with Jody Reese of the Hippo Press

Other outreach possibilities

The council had discussed the possibility of inviting New Hampshire Chronicle or the Channel 5 Massachusetts version of Chronicle to do a segment on the byway. Scott has touched base with the individual responsible for programming; as of now, the ball is in their court.

The Hippo Press and other local newspapers were noted as good channels by which to get out information about the byway. George said he would follow up with Hippo Publisher Jody Reese to gauge interest in a byway feature story. He noted that the Hippo is struggling to survive with the lack of advertisements from restaurants/entertainment venues during COVID.

Lafayette Trail Nexus

There was a brief discussion about the young Frenchman (Julien Icher) who has moved to the United States and has done high-profile work highlighting Lafayette's 1824-25 farewell tour throughout the US. Lafayette made two stops in Derry and there is the potential to have a historical marker installed and perhaps even for Icher to speak, as those present thought he lives in New Hampshire. Liz volunteered to follow up on this item in Derry.

4. Revisiting Byway Story Map

Adam noted that this had been discussed in early 2019, and that he had dropped the ball on following up. There are now two SNHPC staff members capable of devoting some time to this initiative. He said that each town should pick six points of interest to highlight and send them along. The Skyline Parkway in Minnesota could be a simple design to emulate; Adam encouraged those present to look at that byway's interactive map tour.

Those present agreed that an audio element of a byway tour, wherein each town could provide narration to travelers (possibly through a byway app) is desirable. Another useful element would be turn-by-turn directions, so a traveler could place her phone on the dashboard and not have to worry about navigating with an old-fashioned map.

Adam noted that these features are a different animal than a story map, but that he would do more research. Deb mentioned the possibility of getting byways on Google or Bing Maps; Adam said that that has been discussed nationally but would check in on that as well.

5. Other Business

There was a brief discussion regarding the status of Frost Byway signage in Auburn. Deb noted that getting remaining signs installed should be a priority.

6. Next Meeting

The next meeting will be held on **Monday, November 30, 2020** in Chester. The usual Chester meeting place, Stevens Hall, has been locked up since COVID, but Jean said that he would find another venue. The council agreed to forgo winter meetings and convene again in late March.

Motion by Liz to adjourn, seconded by Deb. Meeting stood adjourned at 7:50 pm.