



Connecticut River Byway Council

Minutes Meeting of August 20, 2012

Rebecca Brown

K. Carriere

Dean Eastman

Glenn English

Russell Hirschler

Nancy Hoggson

Ellen Howard

Rick Kendall

John LaBarge

Andrea Livermore

Matt Mann

Robert McBride

Jeanie McIntyre

Kevin McKinnon

Gayle Ottmann

Janet Rebman

Katrina Spaulding

Brad Weeks

Board Present: Gayle Ottmann, Christine Walker, K. Carriere, Glenn English, Russell Hirschler, Matt Mann, Janet Rebman, Rick Kendall

Others attending: Bernie Folta – Claremont, Katherine Otto – Southern Windsor RC, Nancy Merrill – Claremont

Gayle opened the meeting at about 10:12. Welcome and introductions were made.

Minutes were approved as written from the previous meeting by motion Christine/Russell.

Gayle outlined asked Katherine Otto from Southern Windsor RPC to provide an overview of the Itineraries project. Katherine said that a kayaking itinerary was being developed along with the driving ones. She would like input from the group as well as photo that anyone has, if they could send them to her at kotto@swcrpc.org it would be helpful to have more to choose from when putting the final layout together. Some people thought that winter ideas should be included in the itineraries to promote year-round tourism if possible. Everyone agreed that the project that Katherine has been working on has given new energy to the Byway and thanked Katherine for her work. Katherine stated that as part of the project the SWRPC will be hiring Upper Valley Lake Sunapee RPC to complete some of the mapping for the Itinerary project and upload all the information from the project onto the Byway website.

Gayle asked for comments on the Strategic Plan that was sent out in preparation for the meeting. The following comments were provided:

- Add timeline to the document and the over timeline that the plan should be completed by and revisit the plan in a couple of years to assess where the group is at.
- Add Town Offices to the list of sources referred to in 1.2.2
- There was discussion around action item of 1.3.1. Some thought that it was too rigid to have people travel a lot up and down the Byway for meetings, but that “having an eye toward” reaching other Byway locations for educational purposes (for Council members to be aware of other

- (cont.) Byways) and to be courteous of those driving long distances. It was ask to send out invitations to meet and a survey to schedule the meetings for the remainder of the year so people could know in advance where and when the Council will meet of the next year.
- There was discussion over the Harvest Supper, and everyone agreed that this had been successful in the past and should continue next year.
- Change 4.3 to read “Review and affirm” instead of “Develop and adopt”
- Add 5.4 Develop an advisory group to review the benefits of the byway over the next two years so that everyone on the Council has talking points and all Council members are able to enlist new people who are interested in the success of the Byway for their businesses.
- Add 5.5 Determine responsible party for long-term maintenance of the Byway Website

And for the overall document, it was agreed that there needs to be metrics to determine if the plan has successfully implemented and a discussion regarding future funding should take place. Christine stated that this was starting point to at least give the Byway Council some structure to move forward.

Discussion about the website took place and it was agreed that the UVLSRPC needed to be aware that there were a # of logos being used and that the website and all publications from SWRPC should be consistent with using the most up-to-date Byway logo.

Gayle reminded the group about the Vermont Byway Summit taking place in Manchester Vermont in September and asked that members of the Byway contact their local Chambers of Commerce and ask that they attend. The following list of additional people that will be encouraged to attend: Kelly Murphy, Ray Burton, Chris Way (DRED) and Lori Harnois from NH’s Tourism Dept.

Other reports – Gayle announced that because of the contract between SWRPC and UVLSRPC, Christine Walker would be leaving the Council and asked if there was someone who would be interested in being Secretary for the Council. There was no resolution on this topic.

The meeting adjourned.

Respectfully submitted, Christine Walker