



## Connecticut River Byway Council

### Minutes Meeting of June 25, 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*

*Christine Walker*

*Brad Weeks*

**Board Present:** Gayle Ottmann, Christine Walker, Nancy Hoggson, K. Carriere, Ellen Howard, Matt Mann, Robert McBride, Kevin McKinnon, John LaBarge, Glenn English

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

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

Minutes were approved as written from the previous meeting by motion Glenn/Ellen.

Gayle outlined the current officers for the Byway and opened the floor for nominations and discussion, noting that Christine has expressed interest in stepping down from Secretary. Gayle also inquired about the opportunity to have Co-Chairs as she would like to remain as Chair but will require additional help in keeping the organization moving ahead. Bernie asked if the Byway was considering re-joining the Connecticut River Joint Commissions. Robert thought this would be a good topic of conversation for a future meeting and Gayle agreed and kept the conversation on election of officers. Nancy stated that she would be willing to continue as Treasurer. By motion of Glenn/Kevin it was unanimously agreed to vote Nancy to another two year term as Treasurer. Glenn nominated Gayle to continue to serve as Chair, which was seconded by Kevin and all approved of Gayle as Chair for the next two years. Kevin nominated Glenn to continue to serve as Vice- Chair, which was seconded by Gayle and all approved of Glenn as Vice Chair for the next two years. After discussion there were no volunteers for Secretary and Christine agreed to continue until such time as the UVLSRPC had contractual work on behalf of the Byway or another Secretary could be recruited. By motion Robert/Gayle all approved of Christine as Secretary.

Gayle asked Katharine Otto to report out on the Itinerary project. Katharine stated that they have had very successful meetings to gather local input, the project is moving along nicely and that they would be finishing up with meetings in Colebrook, St. Johnsbury and Lancaster, after which they will bring draft concepts of the tours to the Byway Council for our review. This will most likely take place in August or early September. After the review by the Byway Council the brochures will be designed and published. There will be a compilation of the 100 'more important' sites to visit (key resources) along the Byway that may work best through the website.

Gayle let people know that there is a new Vermont bike brochure and others talked about the work that has been completed by NVDA to highlight biking tours.

Gayle asked Robert to report out on the idea of a fall dinner. A number of years ago the Byway Council held the Harvest Dinner once a year to give people the opportunity to celebrate the work of the Byway. Robert explained that it would be best to hold the Annual Meeting and get the organization organized before inviting many people to such an event and all agreed that the 'unveiling' of the Itinerary project would be a great opportunity to hold a dinner event. It was generally agreed that a dinner should be held when the Itinerary project was ready to be presented even if that happened next spring. It was also agreed on the need for strategic thought regarding the Byway Council.

John gave an overview of the meeting that took place with VT Transportation Commissioner Smith with all nine of the VT Byways. It was an extremely successful meeting leading to the state understanding the value of marketing the Byways. The Commissioner and others were unaware of all the work that the Byways around the state had been doing. There will be a Vermont statewide Byway Summit on September 13<sup>th</sup>. It was suggested by many that members of the Ct River Byway Council encourage NH people to attend and that some thought should be put into strategizing how to get those in NH to attend who could elevate the Ct River Byway by seeing what is happening in VT. John said that VT was using State Project and Research (SPR) funding through Federal Highways to educate people about the Byway. Christine said she would inquire with NH but did not feel that it would be an option given the funding situation in NH. Robert said that one of the top priorities of the Executive Committee when they met to discuss strategic planning should be the issue of engaging NH at the state level and truly seek a bi-state effort for tourism. John will follow up and provide more information about the upcoming Summit. John let people know that there was an \$8,000 investment in the film clips that were recently created, a generally overview and one for each Byway. They can be found at <http://www.vermont-byways.us/index.html>

Other issues that people felt important for the Executive Committee to consider when they discuss strategies for the Byway Council included; the future of the Waypoint Centers, engagement, and the website.

Gayle informed the Council that the National Byway Resource Center will be closing and that if people were interested in getting copies of the guide that she had found very helpful in learning what the Byway can do, they should go to the website now. She also asked if John could forward the information to people who may be interested.

Matt inquired if there could be a task for the Council members so everyone was engaged, and perhaps each member could seek to connect with 2 new potential members. Everyone agreed that this would be a great idea after some strategic thought had been created and Byway members were all on the same page about how the organization was moving forward.

After other discussion it was agreed that the Executive Committee would meet sometime in July to come up with a presentation of strategic direction for the next Council meeting. The Council will meet again in August to review the strategic outline, to confirm a strategy for engaging NH officials to attend the VT Byway Summit and to be updated on the Itinerary project.

Nancy informed everyone that the bank account at Mascoma had been opened and wanted to confirm that all officers would be signatories of the account. All agreed that for convenience it would be good to have a number of people available to sign checks if needed. Nancy said she would have the bank mail all officers the necessary paperwork.

The meeting adjourned at 11:35.

Respectfully submitted, Christine Walker