



Connecticut River Byway Council Meeting Agenda
Wednesday, July 16, 2014 at 10am
Southern Windsor County RPC office in Ascutney, VT
(Physical address 38 Ascutney Park Rd, Ascutney, VT.)

In attendance

Council: Glenn English (co-chair), Gayle Ottmann (co-chair), Nancy Hoggson (Treasurer), Ellen Howard, Kathleen Carriere, Nancy Merrill, Matt Mann

Ex-Officio: William Rose (NHDOT)

Others: Katharine Otto, Kelly Murphy, Chris Titus and Tom Kennedy (SWCRPC), Peter Gregory (TRORC), Geoffrey Sewake (North Country Council), Bernie Folta, Zach Williams (City of Claremont)

Meeting started at 10:05am

1. *Welcome and introductions*

2. *Approve minutes of 5/1/2013*

Glenn English moved to approve the minutes of May 1, 2013. Seconded by Ellen Howard. Approved unanimously.

3. *Update on General Byways Program*

a. *National*

MAP-21, the federal transportation bill which de-funded most Byway related activities, is due for re-authorization. Several Byways across the country are sending letters to their congressional delegation to ask for some funding to be re-instated. Does the Council want to do this? Discussion tabled until later in the meeting.

b. *Vermont*

Vermont Byways have been overseen by the Vermont Department of Tourism and Marketing (VDTM) for a while now. Catherine Brooks is our primary contact. They continue to provide a variety of opportunities to market the Byways. They do advertisements in a variety of publications (eg VT Camping, Group Tours, etc) that advertise all the Byways. They also have the opportunity to take some materials from the individual Byways to the shows they attend – eg New York Times Travel Show, Montreal Bikes, etc. Other fun projects including aligning the recent Open Studio weekend locations with Byway routes.

It is important to note that while VDTM provide opportunities for marketing, they do not do the work for the Byways. Katharine Otto has been sending emails out to the Council asking for their email, but has received very limited responses and assistance – so these opportunities have not be used to their full advantage. Staff for the Byway is only as effective as the boots-on-the-ground volunteers who can provide up-to-date local information.

c. *New Hampshire – email from Bill Watson 9/25/2013 and William Rose 6/18/2014*

William Rose gave an update on Byways in New Hampshire. He took over from Dean Eastman a few months ago and is pulling things together. William also handed out a 2014 update on the NH program. William shared the most recent Biennial Report of the NH Scenic & Cultural Byways Council (2011-2012). The NH Scenic and Cultural Byways Council is being re-vitalized and there are several other efforts afoot. There is discussion about de-designating some of the NH Byways, although the Connecticut River Byway is not currently at risk. NH Byways is also developing a Byways Program Manual and planning to meet regularly twice a year. Anyone is welcome to attend Council meetings. Might be good to get someone new from Upper Valley- Lake Sunapee Regional Planning Commission involved with the Byway – now that Christine has moved to North Country Council.

There was a little discussion amongst the CRB Council about revisiting the adopted Corridor Management Plan – since NH Byways will be paying more attention to it, and it has not been updated in about a decade. Maybe the Business Plan that was almost finalized 2 years ago would be more appropriate as the adopted Corridor Plan? Discussion was tabled until the next meeting.

4. *Connecticut River Byway Council and Byway future*

a. *Appoint officers – Chair, Vice Chair, Treasurer, Secretary*

Nancy Hoggson moved to appoint the following officers. Seconded by Ellen Howard. Approved unanimously:

- Chair – Gayle Ottman (gottman2308@comcast.net)
- Vice Chair – Glenn English (townmanager@haverhill-nh.com)
- Treasurer – Nancy Hoggson (nancyhoggson@gmail.com)
- Secretary – Staff from TRORC or SWCRPC (current contact Katharine Otto kotto@swcrpc.org)

Some discussion about how up to date the Bylaws are – Ellen Howard offered to review the Bylaws so can review at next Council meeting.

b. *Recruiting new Council members*

Some discussion about how to recruit new members – get each town to have a designee (or at least each major town)? Get each Waypoint Center to have a designee? Some other ideas? Generally agreed to wait until the brochure was completed before starting to recruit – so there is something to rally behind.

c. *Discussion about how to potentially get businesses more involved in the Byway*

Discussion was tabled until the next meeting. Maybe have “Friends of the Byway”

5. *Itineraries Project Update*

a. *Brochure – Approve design*

Council reviewed and provided comments on the Brochure to Kelly Murphy. An electronic version of the cover and brochure was emailed to the Council members, with an opportunity to comment and provide edits until 7/18/2014. Kelly would compile the edits, as well as any photographs the Council might have access to. Some comments discussed at the meeting itself:

- Overall like the brochure
- Format of listing the web addresses
- Minor changes to center map to add Waypoint Community names
- Some minor corrections noted
- Some volunteered new photographs
- Any mention of motorcyclists on the Byway? An important market

b. *Website, including Google analytics*

www.ctriverbyway.org Lots of changes, and more to come as the information from the Itineraries project is uploaded.

c. *Printing*

Request for Proposals due to be released the end of the week. RFP will be emailed to a list of printers compiled from suggestions of the Byway Council, as well as advertised on the SWCRPC website and VT Bids.

d. *Distribution and outreach*

Katharine is compiling a list of places which could distribute the brochure, how many they could distribute, and any associated costs. Primarily to help estimate how many brochures to print, but will also be helpful for distribution – since have up to date contacts for all places, including 9/10 Waypoint Centers.

e. *Newsletter*

Next Byway Newsletter due to be released in September. Please email any ideas, text or photos for articles to Katharine ASAP. Some ideas of newsletter articles included:

- Copy an itinerary from new brochure – as a teaser
- Copy a historic site profile from the website – as a teaser for the 100 sites

- Local newsletter articles about what's been happening in some of the communities
- Any events coming up that would be interesting to folks interested in byways?

6. *Other Projects*

a. *Yankee Magazine Article – July/August 2014 issue*

Upper Valley portion of the Connecticut River Byway profiled in the magazine. Will become available online at www.yankeemagazine.com/ soon. Already available at newsstands now.

b. *Vermont*

i. *Mini itineraries with Vermont Department of Tourism and Marketing (VTDM)*

Available online at www.vermont-byways.us/

ii. *Videos with VTDM*

New and revised in 2014. Online at www.vermont-byways.us/ and www.ctriverbyway.org

iii. *Sites profiled on the Vermont Byways page*

Discussion tabled until next meeting

iv. *Pinterest page*

Discussion tabled until next meeting. Katharine to send link

v. *Proud Affiliate Signs*

Discussion tabled until next meeting

c. *New Hampshire*

Discussion tabled until next meeting

7. *Other Business*

a. *Letter to Vermont Delegation.*

Glenn made a motion to authorize Katharine Otto to draft a letter to the Vermont Congressional Delegation about re-instating funds in the MAP-21 re-authorization for Byway projects that were de-funded in the original MAP-21 authorization. Seconded by Tom Kennedy. Approved unanimously.

b. *Vermont Arts Council*

Discussion tabled until next meeting

8. *Next meeting date, location and potential agenda items*

Next meet in September – date to be set following a doodle poll. Topics – recruiting new members, all items tabled from this meeting, how to celebrate and distribute the brochure and website, revise Bylaws, review Corridor Management Plan.

Meeting concluded at 12:05pm