



Connecticut River Byway Council Meeting Minutes
Thursday, October 30, 2014 at 2pm
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), Ellen Howard, Kathleen Carriere, Nancy Merrill, Kevin McKinnon

Others: Katharine Otto and Tom Kennedy (Southern Windsor County Regional Planning Commission, SWCRPC), Geoffrey Sewake (North Country Council), Pat Crocker (Upper Valley-Lake Sunapee Regional Planning Commission, UVLSRPC)

Meeting started at 2:05pm

1. *Welcome and introductions*

2. *Announcements*

- a. The new Connecticut River Byway Travel Guide has been printed! The Council each received a printed version of the brochure. The Council would like to thank all those involved in the project for their hard work, particularly Katharine Otto and Kelly Murphy. More details on the project to follow later in the meeting.
- b. Nancy Hoggson has stepped down from her position on the Council and thus also her position as Treasurer. The Council would like to thank Nancy for her many years of service to the Byway.
- c. Tom Kennedy explained that as the Connecticut River Byway Itineraries Grant (which funded the Travel Guide and website additions) comes to an end, and with the change in Byways programs out of transportation, the RPC staff cannot continue support the Byway with staff support to the same extent as they have for the last 15 years. The Council needs to step up to do more of the day-to-day work of the Byway, or the Byway will see reduced activity.

3. *Approve minutes of 7/16/2014*

Kathleen Carriere moved to approve the minutes of July 16, 2014. Seconded by Glenn English. Approved unanimously.

4. *Connecticut River Byway Council and Byway future*

a. *Elect new Treasurer*

The position of treasurer became vacant upon Nancy stepping down from the Council. Kathleen Carriere moved to appoint Kevin McKinnon as the Treasurer. Seconded by Glenn English. Approved unanimously. The slate of officers is therefore:

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

b. *Using remaining Connecticut River Byway funds for printing match*

The Southern Windsor County Regional Planning Commission would like to request that the remaining funds in the Connecticut River Byway (CRB) bank account (approx. \$1,785) be used towards the match of printing the CRB Travel Guide, and then the bank account be closed. SWCRPC has already contributed significant match towards development of the guide and the accompanying website, along with UVLSRPC and Two Rivers-Ottawaquechee Regional Commission (TRORC). The Council agreed to contribute the funds to the project, but had concerns about whether they should keep the bank account since it is hard to re-open one. Katharine Otto will do research into what funds need to be left in the account to keep it open.

- Glenn English made a motion to pay the majority of the remaining funds in the CRB bank account towards the CRB Travel Guide printing, and leave in the bank account only what is needed to keep it open, as long as the amount is not too much. If the amount needed to keep the account open is too much, the entire can be used towards the CRB Travel Guide and the account closed. The Council leaves this decision at the discretion of the SWCRPC staff. This motion was seconded by Ellen Howard. Approved unanimously.
 - Ellen Hoard made a motion that if the bank account remained open, the following people would be the signatories – Kevin McKinnon, Glenn English, Tom Kennedy and Gayle Ottmann. Seconded by Glenn English. Approved unanimously.
- c. *Recruiting new Council members*
 The Council reviewed the list of members as of May 2013. They agreed that the following people are no longer members of the Council since they have not participated in two years or more – Janet Rebman, Rebecca Brown and Brad Weeks. They agreed that Robert McBride had erroneously been left off the list.
 The Council had 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? They decided for the moment for the Council to reach out to some connections they already have. Katharine will send around a list of who volunteered to contact who, and with a template email for outreach. Goal date to complete outreach of 12/31/2014 in order to have new people on board for January Council meeting.
- d. *Discussion about how to potentially get businesses more involved in the Byway*
 The issue comes up in a variety of settings as the Byway’s program moves away from the federal definitions and programs run through State Depts of Transportation, and towards State Tourism and Marketing. Under the old transportation programs, for profits could not be included. For the moment even with the changes under Vermont Dept of Tourism and Marketing (VDTM), the CRB has kept the exclusion of for profits for a variety of reasons, including hundreds of businesses to choose from, Council has not created criteria to choose them, and requires a lot more administration to keep things up to date. The Council discussed these issues and others.
 The Council decided that it would like to encourage business participation – so would like to invite Chambers of Commerce and businesses to a meeting in January to discuss how the Byway can help them, and how they can get involved. Glenn will start this effort by drafting a new purpose statement for the Byway that reflects the changing direction towards marketing, and will lead the effort to organize the January business meeting.
- e. *Bylaws revisions*
 Ellen and Nancy M volunteered to review the current CRB Bylaws and make suggestions about how to revise bylaws, including Glenn’s new purpose statement – aiming to share with Council by 12/31/2014. Katharine will forward around some VT examples to look at and Geoff will forward some NH examples.
- f. *Corridor Management Plan (CMP) review*
 Geoff will scan and send a copy of the CMP. Review after revisions to Bylaws complete.
- g. *Review of official designation of Byway paperwork*
 Discussion tabled for the moment.

5. *Itineraries Project Update*

- a. *Distribution and Outreach with printed CRB Travel Guide*
 Printing is nearly complete and brochures will start being distributed in the new few weeks. Council reviewed the list of existing places which will receive copies, and how many. A few items of note:
- Brochure will be going to all 10 waypoint centers, and a wide variety of other places along the Byway (currently 18,500 are due to go to 31 different places).
 - Katharine has a few more places to call, and is confident that 19,500 of the 20,000 brochures printed will have homes. If you have any additional suggestions, please let Katharine know ASAP.
 - The new brochure is climate sensitive – so that may affect when some of the brochures can be delivered. All recipients will be asked about that as details for delivery is worked out

- Council agreed that distributing 1,000 copies seemed like a lot – so unless there is a specific reason, no place would receive more than 500 copies at one time.

b. *Website*

www.ctriverbyway.org All the new Travel Guide information is due to be uploaded, including an interactive map, by December 31.

c. *Newsletter*

Next Byway Newsletter due to be released in November/ December. Things to be done by next Friday (11/7/2014):

- Glenn to write a new purpose for the Byway – which will be published in the upcoming newsletter and included into revised bylaws
- Gayle to write a short article requesting ideas for the CRB/Arts Council project
- Glenn to write a short article for upcoming newsletter to invite people to the January CRB/Business meeting
- All – send any article ideas to Lorelee (lmorrow@trorc.org)
- All – let Katharine know of any preferences of which itinerary and 100 historic site profile to include in the newsletter – otherwise Katharine will chose.

6. *Other Projects*

a. *Vermont*

Katharine explained that Council members needed to step up to complete anything that VDTM needs for their marketing of the Byway with other VT Byways. Gayle, Ellen and Kathleen volunteered.

i. *Vermont Arts Council, including 50th anniversary in 2015*

Gayle would like to Byway to be actively involved. The Council discussed some ideas, but agreed to postpone further discussion until January since they already have many tasks to complete.

ii. *Sites profiled on Vermont Byways Page*

Discussion tabled until next meeting

iii. *Pinterest page*

Another avenue to get word out about the Byway

www.pinterest.com/vermonttourism/vermont-byways/

iv. *Proud Affiliate Signs*

Discussion tabled until next meeting

b. *New Hampshire*

No current projects

7. *Other Business*

a. *Article in Boston Globe*

Nancy M mentioned there had recently been an article on the Claremont-Cornish area

b. *North County Byways and Scenic Roads*

Geoff gave out information about a meeting about Byways in the NH North Country. There is some overlap in Glenn's area with the CRB.

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

Next meet in January 2014 – date to be set following a doodle poll.

Topics – recruiting new members, Bylaws revision, new website additions, January CRB/business meeting, Byway 501(c)3 status and incorporation.

Meeting concluded at 4:00pm

Summary of action points from meeting and goal dates

Due immediately

- Gayle, Ellen and K to take over working with VDTM from Katharine.
- All – please send any suggestions for distribution of the CRB Travel Guide to Katharine

Due 11/7/2014

- Glenn to write a new purpose for the Byway – which will be published in the upcoming newsletter and included into revised bylaws
- Gayle to write a short article requesting ideas for the CRB/Arts Council project
- Glenn to write a short article for upcoming newsletter to invite people to the January CRB/Business meeting
- All – send any article ideas to Lorelee
- All – let Katharine know of any preferences of which itinerary and 100 historic site profile to include in the newsletter – otherwise Katharine will chose.
- Katharine to research what is needed to keep the bank account open and make relevant steps to make account changes and transfer funds to SWCRPC

Due 11/30/2014

- Katharine will send around example Vermont Byway Bylaws to help with CRB Bylaw review
- Geoff will send around example New Hampshire Byway Bylaws to help with CRB Bylaw review

Due 12/31/2014

- Ellen and Nancy M will make suggestions about how to revise bylaws, including Glenn's new purpose statement
- All – Reach out to potential new Council members

Due January CRB Council meeting

- All – review suggested changes to bylaws

Due end of January

- Glenn organize a meeting with businesses to discuss how the Byway can help them, and how they can get involved

Items without goal dates

- Corridor Management Plan (CMP) review
- Review of official designation of Byway paperwork
- Waypoint Centers
- Arts Council 50th anniversary