



## Currier and Ives Scenic Byway Council

### Meeting

Thursday, March 16, 2017, 6:30 p.m.

Hopkinton Town Hall

330 Main Street, Hopkinton, NH

### Minutes

#### **Council Members Present:**

John Clark (Webster), Chair

LeeAnne Vance (Hopkinton)

Bob French (Henniker), Vice Chair

Kelley LaPlante (Henniker)

Katie Nelson (CNHRPC), Secretary

**Members Absent:** *Jim O'Brien (Hopkinton), Ken Erikson (Henniker), Ben Fortner (Henniker), Ken Ross-Raymond (Salisbury), Clyde Carson (Warner)*

The meeting started at 6:30 P.M., called to order by the Chair, John Clark. John Clark open the floor to meeting attendees.

#### **1. Approval of the 09/07/16 Minutes**

A quorum was observed to be present. The minutes of the 09/07/16 meeting were brought up for comment. **LeeAnne Vance moved, seconded by Bob French, to accept and approve the minutes. The motion carried.**

#### **2. Treasurer's Report**

Katie Nelson presented the treasurer's report to members present. It was noted that no expenditures or receipts have been made, totaling a balance of \$236.05.

#### **3. Byway Nomination Application**

Katie Nelson presented the draft nomination application to the Council. A public hearing will need to be scheduled before the application is brought to the New Hampshire Scenic Byway Council for their June meeting. Katie suggested holding the

public hearing in May. It was agreed upon by the Council that Katie should contact Clyde Carson to help schedule the public hearing as it will be located in Warner. Bob suggested giving a presentation to the Warner Board of Selectmen to gain their support. Katie also asked everyone to review the application and provide her any feedback or comments.

The council agreed that Katie should continue working on the nomination application and offered to provide any additional help and support if needed.

#### 4. 2017 Goals and Projects Discussion

- **Marketing/Outreach:** John Clark suggested that the group reach out to Concord Magazine to do a piece on the Byway. After discussion, John volunteered to reach out to Concord Magazine.

It was suggested that the Council take an updated photo to use for marketing and outreach. The Council discussed options for the photo, including where it should be taken and if a Currier & Ives sign should be included. After discussion, a group photo was planned to be taken in front of the Warner Town hall on Monday, March 27<sup>th</sup>, at 6:00 PM. Katie Nelson will bring the Currier & Ives banner to hold in the photo.

LeeAnne Vance suggested sending out a press release of the extension once approved. This was agreed upon by the Council and LeeAnne offered to create a list of local newspapers and magazines that the press release can be sent to.

- **Brochure:** Katie Nelson presented the Council the updated draft brochure for the Currier & Ives Scenic Byway. LeeAnne Vance suggested changing the “Contocook Farmers Market” picture on the cover. The council agreed to wait until after the extension was approved before printing so that the brochure can include the extension. Bob French also suggested adding a photo credit for all the photos used in the brochure.

#### 5. Statewide Byway Marketing Forum

Katie Nelson presented the agenda (scheduled for 4/12/17) for the Statewide Byway Marketing Forum that is being put together by Adam Hlasny at Southern New Hampshire Planning Commission. All members present were interested in attending.

#### 6. Other Business

John Clark asked the Council's approval to represent the Currier and Ives Byway Council at the Webster Town Meeting in supporting the Historical Society. The Council unanimously agreed.

The next Currier & Ives Scenic Byway Council meeting will be the public hearing for the Byway extension. Katie Nelson will coordinate this date with Clyde Carson and inform the Council once a date has been scheduled. **A group photo will be taken on Monday, March 27, at 6:00 PM in front of the Warner Town Hall.**

**ACTION ITEMS:**

1. **Katie Nelson** will continue to work on the nomination application. She will also work with Clyde Carson to schedule a public hearing in Warner.
2. **LeeAnne Vance** will put together a list of newspapers and magazines to send a press release.
3. **John Clark** will reach out to Concord Magazine.
4. **Council Members** will work to contact new potential members to increase membership of the Council.
5. **All members** will look for opportunities to publicize and support the scenic Byway in the area towns.

The meeting adjourned at 6:55 P.M. **Bob French moved, seconded by Kelley LaPlante, to adjourn the meeting. The motion carried.**

Respectfully submitted by Katie Nelson (Byway Council Secretary) of CNHRPC.