

## Minutes from March 7, 2016

### Schoodic Byway Meeting

Present:

Jen Boothroyd

Cathy Carruthers

Peter Drinkwater

Gary Edwards

Dick Fisher

Julie Isbill

Larry Johannesman

The meeting began at 9:00 at the Winter Harbor Town Office. Introductions were made around the table.

Peter told the group about “Chimani” an app for exploring National Parks, and wondered if they might include the byway. Julie knows the person who runs this site and will contact him about it.

Jen gave some background about the Betterment Fund grants (\$15,000) that Jim got, and the group reviewed a work plan for 2016 that Julie, Larry, and Jen collaborated on. The work plan breaks the remaining grant funds up into admin and website work, graphic design, brochure printing, and signage. Jen will send the Betterment Fund an update letter on what has been accomplished so far and what we plan to do this year.

The group agreed that it would be good to have something promoting the project (a brochure or poster/booth) by the time the Bike Maine event happens in September 10-17. The 400 participants and 75 staff constitute a demographic that would be a target audience for this project.

The group discussed renaming the project, as ‘Ped Pedal Paddle’ can be unwieldy. After some brainstorming, it was agreed that a list of possible names would be circulated and the topic would be taken up at the next meeting.

It was decided that the best way to pull together a list of sites to highlight would be to solicit lists and site details from all the google group members. Jen will do this, compile the list on a map, and bring it to the next meeting for discussion and refining.

Julie noted that there are additional funding opportunities that we may want to pursue. The group confirmed that we should apply for a Maine Tourism Grant (Jen will work on this), and Julie will look into the Schoodic Foundation grant program. Jen already applied for an Elmina B. Sewall Foundation grant.

There was some discussion about the revamping of the website associated with this project. Jen will do some updates associated with the Betterment Fund grant, but only so much can be done with the existing website, and the Byway Group will need to consider if a full redesign of the website by a web professional is something they want to pursue in the future. If we create a nice new website, how will it be maintained? Dick noted that maps promoting the biking, hiking and paddling of the region should include topography. The Byway Committee should look carefully at the existing website before the next meeting.

Larry discussed a proposed bus tour of the Byway, which he has been involved with in other areas of the state. The tour is a good way to get stakeholders from diverse backgrounds together to think about and collaborate about Byway-related topics. The group agreed that it sounds like a good idea, and thought early June might be the best time to do it, or September if it couldn't be planned by June. Peter will look into the availability of a Down East bus.

The group had no new ideas about a project involving RSU 24 students and the Park centennial. The topic will be brought up again at the next meeting.

The next meeting was planned for Tuesday, April 12<sup>th</sup> at 9:00 AM at Gordon's Wharf in Sullivan.