Schoodic Byway Committee

Meeting of Wednesday, 8-23-17

- Barbara Shanahan
- Peter Drinkwater
- Bob DeForrest
- Jen Boothroyd
- Eileen Bader Hall

- Fred Michaud
- Jim Fisher
- Alan Gray
- Julie Isbill
- Larry Johannesman

- Minutes of July meeting were approved.
- Peter reported that there are ten cases of Schoodic Outdoors brochures remaining, or about 1/3 of the original order.
- Larry updated the group on his projects:
  - Several projects (Gateway, signage, etc) have been closed out
  - Winter Harbor Bike-ped is the new focus, with construction beginning in September
  - Photographs are being collected for an ecology-focused sign going up at Gordon's Wharf
  - A sign is being designed for the train exhibit
  - An interpretive panel on geology is being designed
  - Larry showed a picture of a train station bench which will be installed at the Gateway site
  - In Prospect Harbor the corner lot has been purchased by the town, regraded, a small parking lot has been created and footings have been placed for a gazebo.
  - The sidewalk project is scheduled to start this fall, and to be completed in Spring 2018.
- Eileen reported that the FBC Monday Music summer program has come to an end after a very successful season. The move from the old office to the new building will take place in September.
- Julie led a discussion of the Kid's Quest brochure, with the following key target questions:
  - Who is the primary audience?
    - Parents?
    - Kids?
    - A combination of both?
  - What general format should the brochure take?
    - Julie, Larry, Bob and Jen showed a wide variety of examples, ranging from small booklets, large activity books, and a variety of folded brochures of varied shapes and sizes. Larry circulated a mock-up of a booklet he designed.
  - Which elements should be incorporated?
    - Areas for a rubber stamp or a hole-punch?
      - These require someone to maintain the stations at each site
        - A selfie station at each site was suggested as a low-upkeep alternative
      - Map
      - Photos and/or hand-drawn illustrations
      - Puzzles/Activities

- Is a physical paper brochure necessary?
    - After some discussion, the group agreed that it was necessary, and should be developed in conjunction with an on-line element.
- Barbara suggested the group go around the table, with each person giving their thoughts on what sort of brochure should be pursued.
    - Fred felt that the brochure should be targeted toward children, but that the marketing and outreach efforts should be targeted towards parents.
    - Eileen favored an in-depth booklet targeted towards children in the 1st-5th grade age range.
    - Jim suggested a small, inexpensive brochure be developed now, with the idea of producing a more elaborate product in a couple years.
    - Alan favored a simpler brochure.
    - Peter favored a simpler brochure.
    - Bob felt that an in-depth booklet that could be used to occupy children in the car or back at the hotel/campsite would be best.
    - Julie likes the more elaborate design, like Larry's mock-up
    - Larry felt that a small, precious design that a child can use as a keepsake should be pursued.
    - Barbara suggested a kid-friendly product with cartoons and easy-to read text.
- After some further discussion, Julie offered to do some research on costs related to different formats, for an more informed discussion at the September meeting
    - Jen will explore funding opportunities that might be a match for the project
- Peter expressed interest in the Committee hosting an event for business owners along the Byway. The group agreed that this would be a good idea, and further discussion will happen at the September meeting.
    - The group tentatively agreed that the week after Columbus Day would work well.
    - Per Fred's suggestion, Jen will look into the possibility of funding for this from Maine Office of Tourism for Hospitality Training.
- The next meeting will be Wednesday September 20th at 8:30 AM Gordon's Wharf