

Schoodic Byway Committee

September 20, 2017

Gordon's Wharf

Present: Eileen Hall, Ruth Franzius, Alan Gray, Gary Edwards, Bob DeForrest, Jim Fisher, Barbara Shanahan, Julie Isbill, Jen Boothroyd, Fred Michaud

- Call to order 8:33
- Motion to approve minutes made by Alan, seconded by Gary
- Updates
 - Jen circulates Larry's graphics on Gouldsboro Town Park
 - Barbara read aloud a postcard sent to Sullivan Town Office that is appreciative of Schoodic Byway
 - Sullivan has asked if Schoodic Byway Committee wants to be involved with design of new 'Welcome to Sullivan' sign
 - Barbara is on committee, will ask for Larry's input
- Discussion of trespassing at railway bed at gateway site
 - Visitors are trespassing beyond MaineDOT property at the end of walking path.
 - Signage needed at boulders such as "trail ends-please respect private property"
 - Perhaps trim a view, so visitors aren't tempted to go beyond?
 - Perhaps a fence or other barrier? Railway themed?
 - Jen will talk to Larry
- Kids Quest brochure
 - Printing estimates for stapled booklet;
 - 1000 copies for \$1035
 - 5000 for \$1735
 - 10,000 for \$2575
 - To produce KQ brochure, with design and printing, roughly the same cost as Schoodic Outdoors brochure
 - Funding: Jen circulates options
 - Smaller, local might be best match, banks/Hannaford/Shaws
 - Focus on pitching as education, outdoor, history, local kids; tailor to funder
 - Barbara's daughter is teacher, her class will be doing SB tour as field trip
 - MCF donor-advised funds, maybe approach MCF directly (Frank Dorsey on board)
 - Partner with FBC, others if so, staff time could be used for match
 - Also pursue funding for transportation so local school trips could be sponsored
 - How much? \$10K-15K should be plenty
 - Barbara: keep in mind the original SB brochure needs to be updated too
- Website redesign
 - Eileen circulates outline of main categories of site showing various tabs for content
 - Discussion: where to link other byways. Sunrise trail, Maine/Federal byway programs

- What about Planner's page? Could be left, because it's '.info', other site to be redesigned is '.org'
 - Please review, along with sample websites, and bring notes/thoughts to next meeting
- Fall event for business owners
 - No time to plan. Committee will take this up again next spring
- Discussion of future committee admin tasks
 - Julie is on board (probably) for another year
 - Minutes? Jim will do short-term
- Next meeting Winter Harbor, 18th October 9:30 AM