

Contoocook Riverway Association

Visitor Center Meeting Minutes

9/26/17

1. CALL TO ORDER

Board President Mark Winzeler called this Visitor Center special meeting to order at 7:00pm on Tuesday, September 26, 2017, in the Contoocook Depot Board Room, with members of the Contoocook Chamber of Commerce.

CRA Members Present: Mark Winzeler, Brian Erickson, Keith Wallace, Jake Martin, Steve Lux, Dane Malcolm-Historian

Chamber Members Present: LeeAnne Vance, Susan Yonkers

Public Present: none

2. NEW BUSINESS

- a. Display cases were purchased and donated by Steve Lux – They are set up by the main entrance and being painted.
- b. Wooden crates for displays are in the depot – Several were donated by Gould Hill Farm, others from Steve Lux
- c. MAP – Looking to create an easy to update map for visitors. Mark will create a mockup of the map with spots for advertisements around the border. Map will be 11x17 in size and full color. May start with one sided option. It was discussed and decided that each spot on the map will require a small contribution from the business owner in order to be placed on the map. Possibly have the two villages zoomed in to make easier to read. Start with 1,000 prints to see how they come out.
- d. Volunteer Base – Susan Yonkers will be the coordinator at this time. Susan mentioned there has been a lot of interest with people through general conversation. Looking to attract people from Historical Society, Senior Center, High School Interact Club and others. Would like to have a volunteer base of about 16 people at minimum.
 - i. Coverage: Discussed 3 hour shifts with 2 people working each shift.
 - ii. Volunteer info night will be held tentatively on October 17 at 7pm at the depot.
- e. Hours of Operation – Visitor Center will be open initially on Friday, Saturday, Sunday, and Monday, from 10am-4pm. Saturday's will be "Museum" days and should be staffed with CRA members for full museum access. Will advertise "museum open" accordingly.
- f. Signage – Steve is taking care of this. A preliminary design has been made by Sign-A-Rama of Concord. Sign will include a half-moon style sign for the museum and a visitor center sign below. Two sets of each to be produced for the sign posts out front. LeeAnne suggested a separate hanging sign be made for hours of operations and other events to hang underneath. A logo design is also being produced for printed/web materials by Lars Hogblom. Steve is also contacting the DOT/DRED about signage for the highway.
- g. Sale Items for gift shop – All items being sold should be railroad/depot related. Some items about the village/town possibly as long as proceeds benefit the Visitor Center/CRA. Cash box already on hand from Mark. Should make sure this is secured. LeeAnne and Susan will search for an iPad to be donated to use as a transaction terminal for tracking payments and collecting email information from visitors.
- h. Internet & Phone – Steve has contacted TDS and Comcast. TDS is the best price and value at \$75 per month for nationwide calling service and 75mbps internet via fiber optics. Discussion about who/how to pay for this service ensued. LeeAnne will connect with Chamber members about possible assistance. Mark mentioned another group who uses the depot for meetings may be interested in helping here as well. Steve will look into placement of the utility equipment to see

- if this can be hidden inside the building rather than on the exterior. Will also look to reserve a phone number and make sure international calling is restricted on the phone line.
- i. Public Announcement – Discussion about press releases and soft opening/grand opening. Susan will work with LeeAnne and write up a press release and additional announcements to gain interest and volunteers.

3. OTHER

- a. Video presentation – Need to download/format video for visitor viewing. Initially will use Dane’s tour videos online to show visitors as a way to engage interest. There are already a couple of TV’s at the depot to use for this.
- b. Separate checking account for visitor center – Steve will open a new account at TD Bank to keep funds separate from general CRA funding.
- c. Separate operation – Dane brought up making sure operations of the Visitor Center do not interfere with CRA non-profit status and historic register status. CRA members discussed establishing proper accounting procedures and making sure appropriate steps are taken.
- d. Winter plowing – Steve will talk with Chris Boudette as he has expressed interest in helping in the past. Brian may also be able to do this if needed. Will also need to make sure we have sand/salt for winter as well.

4. ADJOURNMENT

- a. There being no further business, a motion was made by Brian Erickson and seconded by Steve Lux to adjourn.
 - i. Meeting adjourned at 8:45pm