



NH Railroad Revitalization Association

June 22, 2009

Tonight's meeting was called to order by President Peter Griffin @ 7:00 PM at the Health and Safety Council in Concord.

Attendees:

Name	Town
Peter Griffin	Windham, NH
Gary Kerr	Chichester, NH
Lenny McGee	Manchester, NH
Steve Flanders	Weare, NH
Andrew Duguay	Franklin, NH
Ken Milender	Warner, NH

Name	Town
Stephen Piper	Dover, NH
Bill Remington	Concord, NH
Tom Noel	New Boston, NH
Larry Ayer	Nashua, NH
Dennis Grimes	Bedford, NH

Peter Griffin welcomed new member Andrew Duguay from Franklin, NH to the organization.

May Minutes

The May 18 meeting minutes were accepted as written.

Treasurer's Report

Steve Flanders reported the organization's account balance and the total 2009 dues he's received to date. He also reported several dues received today and no expenditures since the last meeting. He submitted a list of all new and renewed members for 2008 and 2009 to date for Steve Piper's records. Mr. Flanders mentioned that he has not received any PayPal renewal confirmations and requested that they be forwarded to his computer as they are received.

Marketing

Tom Noel investigated pricing for advertising on New Hampshire Public Radio, as was done back in 2005. NHPR offers 12 ten second ad spots (over one week) at varying prices depending on their air times. Current pricing ranges from \$288 with no guarantee of airing during peak listener "drive time", \$360 with 25% aired during "drive time" to \$480 with 50% aired during "drive time". Members present this evening agreed unanimously to buy the \$360 option at least once for a re-exposure. Tom will follow up with his draft message (as slightly amended) as follows:

New Hampshire Railroad Revitalization Association: advocating for passenger rail service in the New Hampshire Capitol Corridor and high-speed Boston to Montreal rail service through New Hampshire. On line at WWW.NHRRRA.ORG.

Peter suggested that similar radio advertising could be pursued through public service announcements for free on local stations.

Lenny reported on the Marketing Committee efforts since the May meeting. He and Jim Bull have been working on a tri-fold table top display with passenger and freight train pictures and a NH rail map. This will be used for future trade shows and other outreach opportunities. They have also been working on a clear window transparency and plastic trade show bags with the NHRRA logo. They will be gathering prices. Lenny also submitted the 2008 New England Rail Forum & Expo booklet that has various rail related companies advertising therein. This venue would be a good fit and good exposure for NHRRA, especially if a booth were rented (currently \$150 for nonprofits).

Andrew will contact the Director of Business & Economic Development in his home town of Franklin to establish a communication link with NHRRA.

NH Capitol Corridor/NHRTA

The next meeting of the NHRTA will be held this Friday the 26th at 10 AM. The Southern NH Regional Planning Commission is seeking to hire professional grant writers to try to gain access to stimulus funding for the NH Capitol Corridor. Peter submitted copies of Executive Director David Preece's solicitation letter. It's estimated that \$25,000 of the \$100,000 total cost for such service still needs to be raised. Members present unanimously agreed to offer a \$1000 contribution from the NHRRA account toward this remaining balance with the caveat that it be returned if not used specifically for this purpose. Gary also suggested that a copy of the NHRRA mission statement on letterhead also be included with the check.

Other Business

- There has been a rather slow response to the dues renewal notice. Tom had made the observation that the initial letter went out this year without the application form on the bottom, but a second distribution was made to correct this. Bill suggested that membership cards could be issued upon dues receipts and thought he might have some. Steve Piper will update the membership database with info received tonight and will bring to the next meeting.
- Peter met with Jack Sutton's MRG organization in Maine on May 23. There is a big push in that state to revive freight on a rehabilitated Mountain Division, perhaps even pushing into North Conway.
- Peter Leishman's bill to study the feasibility of NH taking over privately owned rail corridors has been deemed by the NH Senate inexpedient to legislate. He may reinstate the bill next year (maybe with amended language), but Peter Burling suggested that NHRTA on its own might study the takeover of the remaining private lines without the need of legislation.
- Gary again suggested the idea of holding an annual meeting for all NHRRA members and guests. This could be held at a hotel function room with a nice dinner and high profile speakers.
- Steve Piper asked if there would be any advantage to purchasing the NH Business Directory from Tower Publishing for marketing purposes. The book is a great resource for being able to target businesses along the NH Capitol Corridor for corporate memberships. The question is whether or not it would be more appropriate for the NHBTI to do this marketing since that is their primary focus.
- Lenny referenced an e-mail he sent regarding this year's Maine Sierra Club annual meeting to be held on June 30 in Standish, ME. Steve Piper will forward his e-mail to the membership as well as another e-mail regarding the next Route 113 corridor monthly meeting.
- Bill stated that there appears to be a new FTA passenger platform standard that requires all stations to have a minimum 800 foot long high platform on tangent (straight) track. This could definitely impact the decisions being made for locating NH Capitol Corridor service stations.

Meeting adjourned at 8:45 PM

Next meeting: Monday, July 27, 2009 at 7 PM
Safety & Health Council's new location
57 Regional Drive, Concord

Minutes by: _____ Stephen R. Piper, Secretary