

ALAC Meeting
November 16, 2011, 7:00 PM
Sunnycrest Conference Room

In attendance: Carol Bartlett, Ben LeBrecque, Maury Lavoie, John Loker, Andy Morneau, Kerri Stanley, Carol Tomaselli; April Guilmet of the NH Union Leader. Kathy Bailey from the Londonderry times arrived at 7:40PM.

The meeting was called to order at 7:02 PM. The Minutes were reviewed and accepted as is.

John Loker had bumped into Police Chief Hart and thanked him for attending the TC meeting where we made our presentation. Carol B. thought we should contact the chief about the signs being posted, as he had said he would put extra patrol in those areas. Carol T. noted the police log where there was a littering incident. Carol B. continues to pick up roadside litter between Tokanel Road and the bridge on Gilcreast and picked up 4 trash bags worth just yesterday. We need to implement a schedule to keep the roads clean where the signs are posted. Carol T. said the three members (herself, Carol B. and Doris N.) on the committee, will continue to maintain Gilcreast. Chris D. tends to maintain a portion of Adams Road (east portion), although some of us have not noticed as much litter on this road, perhaps due to Chris' efforts. Ben will contact Chris to verify and we will need to ensure that the areas near all of these signs are maintained periodically.

April Guilmet will be publishing an article on the signs having been posted in the November 17 or 18 edition of the Union Leader.

The signs look good, although with out the reflective background, are difficult to see. Maury noticed the hardware of one of the screws obliterated the 'S' in the word 'PLEASE'. We could probably improve the sign's design for future signs.

Carol T. came up with the slogan "Londonderry Roadside Pride" and is going to present it to the Rotary at our scheduled meeting on 1/4/12. We are otherwise prepared for this meeting and know what we are going to present to the members. We would like to solicit businesses to participate, and franchises will need to get approval from their corporate offices. Working on this over the winter will give us, and them time to get approval and hopefully get the efforts going by spring.

Paul Margolin, from the SWAC, would like us to present to their committee at their next meeting on 12/8. We are going to ask that we hold off until after our January meeting with the Rotary. They would like an update on activities to date, our 6-month vision, and results from the Rotary. Kerri had given a brief written summary to them for their November meeting that was held last week.

Carol B. noted that since the volunteer group from Stonyfield picked up roadside litter on Gilcreast during Columbus Day weekend, she has picked up 7 bags of litter.

Our 2012 goals include campaigning with businesses to use the stickers on drive-up windows. We will want to monitor the areas around the signs. We would like to get residents to pick up the trash around their properties. Kerri mentioned having researched the Adopt-A-Highway Program and will contact our district's person, Frank Linnenbringer. Londonderry is in District 4 for the state. We would like to give ourselves 6 months to "pilot" the existing signs and their areas to see if the placing of these signs is ultimately having an impact and reducing the amount of littering to be able to determine if more signs placed in other areas will work effectively. We will need to quantify the number of bags of litter being picked up. Should we come up with some preventive measures on top of the media? Ben noted that people are usually less likely to litter in a clean area so realistically, if we keep the area clean, the amount of litter should lessen and hopefully change the mentality of people.

We would like to get civic groups and youth groups involved with clean up and can highlight them in the local newspapers. It would be a push district-wide to try to implement something within the schools, however there are clubs in place at the middle and high schools. Another group to get involved would be the Pay It Forward group. Carol T. will contact the high school and get more information on their group.

The meeting was adjourned at 7:55 PM. Our next meeting will be held on January 18, 2012.