

## DRAFT MINUTES

### EDC MEETING MINUTES

March 15, 2011

#### 1. Call Meeting to Order

Chairman Barry Sandberg convened the meeting at 8:15 am in the Nowak Room of the Town Office Building. Other members present were: Committee Secretary Beth MacDonald, Town Manager Russ Dean, Building Inspector Doug Eastman, Town Planner Sylvia von Aulock, Karel Kunz, Selectmen's Rep. Julie Gilman, Madeline Hamel, Planning Board Rep Ken Knowles and Vice Chair Caroline Amport..

#### 2. Approval of minutes

Various spelling corrections and email corrections were offered by the group.

**Ms. Gilman moved to approve the minutes of the February 22, 2011 meeting. Ms. Amport seconded. Vote: Unanimous.**

#### 3. Finance Report

Mr. Sandberg said that the Treasurer, Brian Lortie, was unavailable for today's meeting as he is busy with tax season. Mr. Lortie reported to Mr. Sandberg that the EDC has a current balance of \$25,327.64 and that there had been only a few small checks written to Plan NH recently. Mr. Lortie will offer some historical information to the group at a subsequent meeting regarding the funds that the group has in the bank.

#### 4. Discussion/Action Items

Mr. Sandberg welcomed the newest member of the EDC, Madeleine Hamel and the members introduced themselves to her. Ms. Hamel is very pleased to join the group as she has Economic Development experience and looks forward to working with everyone.

##### a. New Business

Mr. Sandberg met with the Executive Committee to discuss the process and structure of the commission and they proposing the following

##### i. EDC Subcommittee Roles and Assignments

##### a. Executive

Comprised of Chairman, Vice Chair and Secretary. to oversee planning, direction and development of the EDC; and managing communications between the commission and BOS, Town Office, and media

##### b. Finance

Treasurer Brian Lortie serves as the lead but this committee could also include anyone else who may be interested to oversee spending regulations and financial matters, including reporting and filing. Mr. Sandberg has asked Mr. Lortie to inform the commission about criteria and guidelines for the commission going forward, which Mr. Lortie will do at a later meeting.

##### b. Governance and Regulations

This committee will assist with review and understanding of legal and regulatory issues, e.g. town/state regulations; zoning and planning issues; commission statutes and ordinance requirements; nonprofit status and compliance issues

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### **c. Public Programs**

This committee to understand and manage details of Federal and State policies, agencies and programs that support or incentivize economic development, e.g. NH DRED; REDC (Regional Economic Development Center)/CEDs; TIF program

### **d. Marketing and Communications**

This committee to craft and communicate the work/mission of EDC to the town, media, and general public; develop PR and education campaigns for attracting new business, and informing local citizens; highlight current business activities; review and help upgrade town website as appropriate

### **e. Business Retention & Recruitment**

This committee to help nurture and maintain relationships with existing business and industry in town; interface with Downtown Retail Association and Chamber of Commerce; and identify, recruit and cultivate relationships with new business and industry

Mr. Dean inquired as to how many people would serve on each committee and Ms. Amport responded that it would depend upon the committee as some would require more people, some would require less.

Mr. Sandberg asked Mr. Dean how the commission would be creating a website and Mr. Dean said that the EDC website would be an independent website that could be linked to the Town's main website and that after a discussion with the Technology committee, they suggested that the EDC hire a local business to create the site.

Mr. Sandberg asked who would be interested in each of the subcommittees and Mr. Knowles and Ms. Gilman said they would both be interested in the Governance subcommittee. Ms. Gilman's second choice is the Public Programs subcommittee. Mr. Knowles' second choice is Marketing. Ms. Hamel would prefer the Marketing subcommittee.

Ms. VonAulock suggested that the commission think about getting reports from the Planning Board, the Zoning Ordinance Review Committee, the Transportation Committee and the Train Committee as well as the other boards and committees that they had already suggested in recent correspondence so that the commission could get a good understanding of the current projects and programs that are going on. Ms. Gilman said that the Heritage Commission is also interested in being involved.

Ms. VonAulock said that there was a meeting about 2 years ago amongst chairmen of various Boards and Committees that really helped to improve communication between the various groups and suggested that it may be time to have another meeting like that. Ms. Gilman suggested that in the spring, all the Boards elect new chairmen, so that may be a good time to gather the chairmen and Ms. VonAulock said she would work to put it together. Ms. Amport suggested that the meeting should be open to other members of the committees, to take the burden off of the chairpersons to relate back the information.

## **ii. Preparations for EDC Visioning Meeting**

Ms. Amport said that the EDC needs to define their vision and take a proactive role in what their focus will be and a time frame on which to work. She believes that the EDC needs a lot of discussion about the Master Plan, and that this plan represents a lot of pieces that need to be pulled together. Taking historical information and current regulations into consideration, the EDC should start a list of topics that they need to learn about and set a date to decide on a project and move forward. Ms. Gilman said

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that the commission should look at what Exeter' place is within the region. Mr. Dean wondered how long the group envisioned this visioning process to be. Ms. Hamel said that she has worked with other economic development groups and that suggested that the EDC find out what other groups in the town, region and state are doing and then make sure that the EDC is not duplicating those things. She also said that there are resources that already exist that the EDC can take advantage of and that contacts like the Chamber can help the EDC to understand how to attract business to Town. Ms. Amport would like to see short, concise reports from the various boards, committees and other groups that would be presented to the EDC as a whole would help.

Mr. Kunz suggested that public education would be in the EDC goals in light of the failure of many of the town projects in the recent election, but Ms. Von Aulock and Mr. Dean did not agree, saying that the Board of Selectmen are charged with public education. Ms. Amport asked any other topics be emailed to Mr. Sandberg. Ms. Amport is also hoping for a goal-setting session in May.

### **iii. Current Town Projects Needing Action**

Mr. Dean offered a number of projects that the EDC can look at over the course of the next year such as parking issues, review of the Hawker/Peddler Permit regulations, the Exeter/Stratham Water Supply Study, which the Board of Selectmen continue to discuss. Train Station Baggage Building project is looking to move forward and the research for TIF district possibilities is an open topic, noting that the Town only has one shot per year at this sort of funding.

#### **b. Old Business**

#### **5. EDC Subcommittee Reports** **a. Executive- None**

#### **b. Governance and Regulations- None**

#### **c. Public Programs- None**

#### **d. Marketing and Communications- None**

#### **e. Business Retention & Recruitment- None**

#### **6. Meeting Schedule Review**

The next meeting will be in one week, Tuesday, March 22, 2011 at 8:15am.

#### **7. Announcements- None**

#### **8. Adjournment**

Mr. Sandberg adjourned the meeting at 9:32am.

Respectfully submitted,

Kelly Geis  
Recording Secretary