

## DRAFT MINUTES

### EDC MEETING MINUTES

March 22, 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: Vice Chair Caroline Amport, Committee Secretary Beth MacDonald, Town Manager Russ Dean, Building Inspector Doug Eastman, Town Planner Sylvia von Aulock, Christine Davis, Don Briselden, Karel Kunz, Selectmen's Rep. Julie Gilman, Brian Lortie, and Madeleine Hamel.

#### 2. Approval of minutes

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

**Ms. Gilman moved to approve the minutes of the March 15, 2011 meeting. Ms. Amport seconded. Vote: Unanimous.**

#### 3. Finance Report

Treasurer Brian Lortie says that he will give quarterly updates and that his next report will be the first meeting in May.

#### 4. Exeter Town/Committee Reports

Town Manager Russell Dean reported that he recently attended the Chamber of Commerce Board of Directors meeting and that the Board of Selectmen recently voted to support continued talks with Stratham related to a water study. Mr. Dean also explained that the issue of temporary signs for town businesses has come up again and that the Board of Selectmen must issue a waiver for any signboards. The Chamber of Commerce and Code Enforcement Officer Doug Eastman are working to resolve this complicated issue. Ms. Gilman said that the downtown Retailers Association and the Historic District Commission find sandwich boards acceptable because that is a historical method of advertising in Exeter. Mr. Dean suggested that the Governance Subcommittee would be an appropriate group to study this issue. Mr. Eastman finds there is an overlap between the Town Ordinances and the Zoning Ordinances with regard to signs.

Ms. Amport congratulated Mr. Briselden and the Train Committee on the passing of the warrant article for the Train Station Baggage Building and asked what the next step would be. Mr. Briselden said there is a meeting of the ad hoc Transportation Committee on March 29 at 8:30 in the Town Office to discuss.

#### 4. Discussion/Action Items

##### a. New Business

##### i. EDC Subcommittees

Mr. Sandberg that these are the tentative assignments but that he would review them again and send them out via email to members after a final review:

Governance and Regulations- Ms. Gilman, Mr. Kunz, Mr. Knowles

Public Programs – Ms. Davis, Mr. Briselden, Ms. Gilman

Marketing and Communications – Mr. Kunz, Ms. Hamel

Business Retention & Recruitment – Ms. Davis, Mr. Knowles, Ms. Hamel

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

Ms. Amport offered a handout (attached) with a list of topics and dates for presentations and discussions

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on those topics. A tentative date of June 22 at 6pm was discussed and a location will be identified at a later date. Ms. MacDonald wondered if a facilitator should be hired in order to keep the meeting on task and in a good timeframe.

**iii. Zoning Ordinance Presentation** - Code Enforcement Officer Doug Eastman began his presentation by showing a map of the town to the group. He showed different areas and how they were zoned based on their density, size, and location. All of the different zones are listed in the Zoning Ordinance book on page 4-9. Mr. Eastman said that zoning is changed by a series of votes from the Zoning Board of Adjustment and the Planning Board. Mr. Dean stated that the Planning Board has a lot of power in the election process because most often 80% of voters are in favor of the amendments to zoning ordinances. Mr. Eastman said there have been no significant changes for commercial zoning since 1991 when Epping Road was zoned 500 feet back for commercial use. Mr. Eastman said that a number of areas have been requested to be zoned for commercial use, but that the usual transition in a residential area is to rezone it to 'residential profession' before going to commercial zoning because it is a smoother transition.

Mr. Eastman said that the Epping Road area has a lot of wetlands and setback areas which reduces its possibilities for new construction. Ms. Amport said that she thinks there is enough existing commercial space to make a big difference by redeveloping what is already there, and that new construction is not necessarily going to make the most difference there. Unifying the area with businesses and sidewalks that go into town would be great. Mr. Dean said that this could be a good area for a TIF project that could offer development at no expense to the town.

Ms. Hamel asked if the group could tour the area as part of the learning process and Mr. Eastman said he was willing to take anyone that wanted to see the area. Ms. MacDonald asked if perhaps a speaker should be invited to talk about redevelopment in the Epping Road area. Mr. Dean thought the Retention and Recruitment subcommittee may want to contact some of the developers who are advertising on Epping Road.

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

Ms. Amport said that the Governance subcommittee will begin work on the Hawkers/Peddlers Permit to include background and current impact. Mr. Dean reminded the group that subcommittee meetings must be posted and open to the public and that emails are also public unless they are privileged.

Mr. Briselden said that Exeter was mentioned in a few publications that he wanted to share with the group: the new Amtrak book has Exeter in it and in *Aviation News* mentions Cobham, a company here in Exeter that builds components for F-15 fighters.

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

#### **6. EDC Subcommittee Reports**

##### **a. Executive- None**

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

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

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

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

#### **7. Meeting Schedule Review**

The next meeting will be in two weeks, Tuesday, April 5, 2011 at 8:15am.

#### **8. Announcements- None**

#### **9. Adjournment**

**Mr. Briselden moved to adjourn the meeting at 9:30. Ms. Gilman seconded. Vote: Unanimous.**

Respectfully submitted,

Kelly Geis  
Recording Secretary