

**Exeter Economic Development Commission (EEDC)**

**October 25, 2011**

**1. Call Meeting to Order**

Chairman Barry Sandberg convened the meeting at 8:22 am in the Nowak Room of the Town Office Building. Members present were Town Manager, Russ Dean, Town Planner, Sylvia von Aulock, Building Inspector, Doug Eastman, Selectwoman, Julie Gilman, Planning Board Rep., Kathy Corson, Brian Lortie, Elizabeth MacDonald, Brandon Stauber, Madeleine Hamel, Christine Davis, Caroline Amport and Mike Schidlovsky.

**2. Personnel Announcements**

Mr. Sandberg read correspondence from member Karel Kunz. Due to time constraints, Mr. Kunz feels it is in the best interest to step down as a member of the EEDC. The notice will be forwarded to the Town Clerk for processing.

In an email received, Mr. Sandberg reported Allison Field, the Chamber of Commerce representative, stated she will no longer be an ongoing member of the Commission but wished to remain on the email list to share the groups' activities with the Chamber's EDC. She reiterated the Chamber remains wholly committed to working with the Town for the betterment of Exeter. She continued by stressing she and Mike are readily accessible to the members to assist in whatever way they can: she is only an email away. There were some personal comments to the Chair included that Mr. Sandberg was willing to share with the Commission members. He noted Ms. Hamel is continuing to attend Chamber meetings and will continue that involvement. Mr. Schidlovsky was asked if there was another member of the Chamber, also an Exeter business owner that might be interested in attending the EEDC meetings. Mr. Sandberg proceeded to add the Commission values the relationship developed with the Chamber and hopes to continue the work especially as we go forward with the Business Retention portion of the Action Plan.

Also, the Commission has secured an intern with the assistance of Mr. Dean and the Chair of the Department at the UNH. Jason Brown is a Master of Public Administration graduate student at the University. Although Mr. Brown's personal schedule limits his attendance at the Commission meetings he is committing 600 hours of service from now through May. Mr. Sandberg has spoken with Mr. Brown and it is hoped he can come and introduce himself at a November or December meeting. Going forward he will be assigned tasks as the group's priorities become established. Currently he is continuing to work on building the business inventory and some other high priority tasks. He is also reviewing the minutes and activities of the Commission, the Planning Department's Master Plan and "anything Exeter".

Ms. MacDonald asked if there was an obligation from the Town as a part of his education; the need of a mentor or a final evaluation of the candidate. Mr. Dean said it did not appear so at this time. It is a trial and there is no commitment to the Town financially or otherwise. Because of his present employment status his availability during the day may be limited, but this does not appear to be an obstacle. The program director was given a scope of duties and responsibilities using the framework as outlined by Ms. Hamel in the job description proposal and the director matched the candidate with the desired tasks. The designated 600 hours appears to be the requisite needed for Mr. Brown to complete his academic work for graduation.

Although Mr. Brown will be working out of the Town Manager's office, he is working only with the EEDC and if a member has a task/request for his assistance Mr. Dean suggested it be relayed to Mr. Sandberg and the Chair will go to Town Manager's office to ensure an optimum flow of communication is maintained. All agreed it was a win-win proposition for both the Town (EEDC) and the intern.

### **3. Approval of minutes/Financial Report**

Members had not received the minutes of October 11 prior to the meeting. The Chair allowed extra time for members to review the hard copies available before asking for approval. A procedure is now in place so members will receive the minutes electronically prior to each meeting.

When asked for comments on draft minutes a spelling error was noted and Ms. Hamel spoke with secretary on a clarification of her remark which will be revised in final preparation.

Ms. Gilman moved to accept minutes with changes recommended: seconded by Mr. Lortie. Motion carried

Mr. Lortie, the Treasurer, distributed copies of the Financial Report for the end of third quarter through September 30. The Balance Sheet reflected a total of \$24,424.50 in available funds. The Profit and Loss YTD Comparison Statement listed expenses Jul –Sept and total expenses year-to-date. Mr. Lortie did a brief recap of some of the larger-figured expenses i.e. payments to the Arnett Group (Visioning Session), State of NH filing fee. Because some of the expenses were incurred earlier in the year, Mr. Lortie did not have the exact vendor/expense item available when queried but did agree to provide the members with the details.

Calling for a voice vote to approve the Treasurer's Report, the Chair asked the minutes reflect the acceptance of the financial report through September 30, 2011 as prepared by Mr. Lortie.

Ms. von Aulock asked if there was an update on the breakdown of the \$10,000 budget request as discussed at the last meeting. There is no report on this task at this time. Mr. Stauber again restated his thoughts on picking a number and "backfilling around it". Ms. von Aulock replied there were some figures available in the financial report just presented and could be used as a framework for the requested amount. But she did feel a discussion was still needed. There was also the agreement as the priority groups move forward with their tasks they may identify future financial needs. The Chair agreed to have the Executive Committee review the requested \$10,000 amount in more detail and report back at the November meeting and also concurred there does need to be justification for the remaining monies in the People's United account and that of the requested dollar amount in Town budget.

### **4. Discussion/Action Items**

#### **a. Old Business**

There were no new reports on the West Ex project. Ms. Gilman reported they are still planning to do another Public Outreach meeting to update the residents on what is happening in their area and at the same meeting discuss any of the proposed CIP projects affecting the same area. Mr. Dean reported the project is tied to a Transportation grant which has been approved for the Town. But to date it has not been approved by the Governor and the Executive Council as part of the process. No funds can be dispersed until the grant is finalized and funds received. It was

noted Ms. Field was an active member of that group and had any thought be given to a replacement as the secondary member to that project. Mr. Sandberg will follow up with Ms. Field and Mr. Briselden as to the involvement needed to ensure the project receives the necessary support as it moves along. The Chair will report back in more detail in November.

Because Ms. Gilman and Mr. Dean had pending commitments, they were asked for comments before leaving. Ms. Gilman stated they are continuing to work on the Town budget and urged members to review the CIP projects and determine if there were items of priority that would make Exeter more attractive and/or viable for economic activity. She also spoke to the solar project proposed for the waste water treatment facility and stated the Energy Efficiency Committee received additional funds which allowed them to conduct a rebid process. They are reviewing the returns and It is hoped to make a recommendation to the BOS shortly.

Mr. Dean while attending a monthly Managers' meeting heard a presentation by Keene's Deputy City Manager on their experiences with TIF projects. Keene has some 10 years of experience with TIF's and Mr. Dean would like to have her come to a meeting to share their experiences as well as invite back the Town Administrator from Newmarket as they continue to work with TIFs.

Continuing with discussion on the CIP, Ms. von Aulock noted the streetscape proposal and the installation of parking meters in designated lots have not received any comment. She conceded It has generated a great deal of discussion but in reviewing the Master Plan in almost every chapter, the most mentioned item is sidewalks—creating, maintaining existing sidewalks for safety and appearance. But to do so funds must be generated somewhere and parking meters has shown to be a means to provide monies for such items. She felt at some point the group should have a discussion on this and determine if there is support the project or not. She offered what is being proposed is for openers and perhaps future negotiations would reach an acceptable level for implementation. The Chair apologized for not being able to allow the time at this meeting for further discussion as it was not an agenda item. Mr. Stauber echoed the need for further discussion as he felt there were issues not addressed or resolved. Ms. von Aulock felt the information was out there and validated in the CIP proposal. She volunteered to review the CIP projects with the figures and narrative, but just the projects for 2012 as the CIP program is a six year program. Ms. Corson suggested if members wanted more info to go to Town website search the agenda postings and review the meetings where the CIP was presented to Planning Board and/or to the Board of Selectmen's meetings. Ms. Gilman stated she was looking for reaction as residents as to what might be problematic but not necessarily an agreement from the Commission on an item unless they felt strongly. The question was posed, if the CIP has moved onto the Budget Recommendation Committee for review, where would input from members be provided. Ms. Gilman suggested putting the CIP on the next agenda for discussion but added the dollar-amounts are fairly firm but comments to the BOS can be made as the Board decides what projects will be going forward. But also added she can bring back to the BOS comments on projects from an economic perspective. Ms. Amport suggested if members have personal citizen's comments on projects they relay them to Ms. Gilman directly but limit our comments to projects that reflect the groups' focus on economic development.

#### **b. New Business**

Copies of a revised Action Plan (draft .1) prepared by Mr. Sandberg were distributed. The sheet was based on the feed back received following last meeting's request to indicate a preference to what task members wished to be involved. This version can be revised but three work groups

appeared to garner the most interest: branding and marketing, organization and leadership for growth and the retention and expansion. In reviewing the responses it was noted some individuals had indicated an interest in all three tasks. Ms. Davis felt the interest should be limited to one group. Ms. Hamel suggested have core people within each of the three areas but as you go forward you can pull in additional expertise or help. Ms. von Aulock suggested that with a majority of the members present to use this opportunity and poll the members as to their first choice of the working groups they wished to participate.

In response to Ms. von Aulock's polling the following summarizes the working groups:

- **#1 Branding:** Lead contact-Brandon Stauber  
Helpers- Kathy Corson, Caroline Amport and Madeleine Hamel  
Staff member- Russ Dean (to be confirmed)
- **#2 Organization and Leadership for Economic Development**  
Lead contact -Brian Lortie  
Helpers- Barry Sandberg and Lizabeth MacDonald  
Staff member- Sylvia von Aulock
- **#3 Retention and Expansion**  
Lead contact- Madeleine Hamel  
Helpers- Brandon Stauber, Lizabeth MacDonald. Kathy Corson and Ken Knowles as PB reps and Christine Davis  
Staff member-Doug Eastman

Mr. Sandberg stated he will fill in as needed on the varying tasks.

The Chair will be in contact with Mr. Briselden and Ms. Gilman for their preference in participating in a particular working group. Each leader will be in contact with the group members to set up meeting times. Ms. Amport asked that all members be cc'd on emails to give an opportunity for all to respond.

The Chair stated with the goals of the meeting met he would entertain a motion to adjourn.

Ms. Amport moved to adjourn; seconded by Mr. Lortie. Vote unanimous.

Meeting adjourned at 9:35am.

Respectfully submitted,

Ginny Raub  
Recording Secretary