

**APPROVED  
MINUTES**

**Exeter Economic Development Commission  
Business Retention & Expansion Subcommittee**

**February 9, 2012**

The Subcommittee meeting was called to order by Madeleine Hamel at 8:30 am. Members present were Madeleine Hamel, Christine Davis, Julie Gilman, Doug Eastman, and guest Sylvia von Aulock. The minutes of the February 2<sup>nd</sup>, 2012 meeting were approved.

**A. Business Outreach Mail out:**

Ms. Von Aulock suggested that the subcommittee delay sending the EEDC letters out until spring due to the recent unfavorable press. She pointed out that the ER Zone business tax credit program will be presented at the upcoming Planning Board meeting and BOS meeting for approval of the application to the state. Once this is completed, it will demonstrate to the community positive action being taken by the EEDC. Mr. Eastman suggested a shorter delay and to target mid to late March for the mail out. The subcommittee voted to target the third week of March for the mail out. Ms. Von Aulock provided a few more contact names for the business mail out list. These will be forwarded to Jason Brown to update the database.

Ms. Davis commented that Cobham is expanding and parking issues are being addressed. She also pointed out that whenever she has met with Exeter businesses she received positive feedback saying that Exeter was easy to work with and gets things done.

**B. Business assignments for contact and follow up:**

Ms. Hamel provided the draft list of businesses compiled by the subcommittee for the mail out. Members reviewed the initial sign up list of EEDC reps for each company. Ms. Davis stated that she will be available to meet with any, especially large, companies. It was recommended that no more than two members visit each company. The subcommittee asked Ms. Hamel to inquire of Ms. MacDonald how to handle company confidentiality as we go forward. There was concern that some businesses may feel left out, but we agreed that any company that wants to participate can be included. This is a phased program with this being the first round of outreach visits. We agreed to invite all members of the Commission to volunteer to meet with the businesses and handle follow-up.

**C. Outline of talking points, EEDC reference sheet, questions for meetings:**

The subcommittee reviewed a draft EEDC talking point sheet prepared by Ms. Corson based on the Ordinance that established the EDC. It was quite detailed. Ms. Von Aulock offered to simplify it and put it into a card styled format that we could leave with the businesses at our meetings. Next the subcommittee reviewed a draft list of topics and questions for the outreach meetings prepared by Ms. Hamel based on surveys used by DRED that Ms. Davis had provided. The subcommittee decided this list needed to be more casual for these first meetings and that members would only use this list as a reference. It would not be appropriate to have a list in hand during the meetings. Rather, Ms. Von Aulock suggested that a form on each company be filled in after the meeting by the EEDC members to record notes of the meetings and data for the Business & Property Database. Ms. Davis and Ms. Hamel will refine the questions list for the next meeting. Once complete it will be provided to the full Commission for review.

The next meeting date was set for Thursday, Feb. 23<sup>rd</sup>, 8:30 am.

With no further business or announcements, the meeting adjourned at 9:40 am.

Respectfully submitted,

Madeleine S. Hamel  
Business Retention & Expansion Subcommittee Member