

DRAFT MINUTES

EXETER ECONOMIC DEVELOPMENT COMMISSION Business Retention & Expansion Subcommittee

SEPTEMBER 19, 2013

The Subcommittee meeting was called to order by Madeleine Hamel at 9:00am as the meeting time had been adjusted due to members' schedules. The meeting was held at the Town Office in the Wheelwright Room. Members present were Jason Proulx, Madeleine Hamel, Doug Eastman, and Mark Manganiello, Town Intern. Minutes of the July 16th meeting were approved.

Mr. Manganiello introduced himself and shared his educational background and current assignments with the Town including work on the upcoming budget, and the RSA-79E tax incentive application proposal with a large Town Center definition.

EEDC Information Packets:

Mr. Proulx described the need for subcommittee members to have a more concrete handout with a broad overview of what we do to provide at the meetings with businesses. Also he would like us to have a sheet with our top ten questions that we need to assess each firm that we could provide to the company at the outset of the meeting. The committee decided to invite members of the EEDC interested in developing marketing materials to come to our next meeting.

Exeter Businesses and Properties Database:

Members discussed the status of the businesses and properties database especially regarding updating and accessing. Mr. Proulx plans to contact Mr. Scanlon, former intern, to verify we have the latest version and if write access is possible on the Excel format. Mr. Manganiello will contact Andy in IT at the Town to discuss it as well. Ms. Hamel advised that the EEDC would not be pursuing 501c3 status which could have provided an opportunity for a free subscription to an interactive style database. The EEDC operates under the Town umbrella which affords its members certain protections that a 501c3 would not. Members thought the projected new Economic Development position would definitely need a software program that is more flexible. Members discussed 'Google docs' as an alternative. It would also provide weekly backups of data, but a conversion would be necessary. Members felt an assessment by the IT department or a professional private software applications firm would be best. Mr. Proulx pointed out how important it is to have a program that provides information such as the last date a firm was contacted, etc. so we can prioritize who we reach out to. Also, he sees town use to capture needed data on industry sector growth and change and employment data and property or space availability. Ms. Hamel stated that with the new EEDC priorities and strategies, this tool will fall under a tools maintenance committee which Mr. Proulx has volunteered to participate on.

Business Community Outreach Project:

Ms. Hamel had asked Mr. Manganiello to bring maps that show where the various incentives, such as ERZ, TIF and 79-E, are located or proposed. This would help the subcommittee identify which programs targeted business may be located within. We can refer to the maps as we develop the next list of companies and organizations to contact. Mr. Manganiello briefly described the TIF process and proposed location which is essentially downtown referring to a map, and the 79E proposal which is based on town zones. He also offered to create a new column in the database and to start loading on each company's entry any programs they are located within. With that information, members will know when we meet to tell the firm about a particular incentive that could be relevant to them. Also, Ms. Hamel asked Mr. Manganiello if we could obtain more of the ERZ map cards to hand out.

We then discussed and began listing which companies, organizations, banking and educational institutions we want to contact next. Ms. Hamel will draft a list for the next meeting and a letter for the mail out for the subcommittees' review. Members also discussed contacting the Farmers Market to introduce the EEDC and offer to meet with any businesses considering establishing a permanent location in Exeter. This may need to be a separate letter.

Mr. Eastman reviewed current local business activity and suggested a few firms he thought may benefit from a visit from the subcommittee due to interest in expansion. He also encouraged attention and inclusion of businesses located on Lincoln Street.

With no further business or announcements, the meeting adjourned at 11:15 am.

Respectfully submitted,

Madeleine S. Hamel
Chair