

APPROVED MINUTES

EXETER ECONOMIC DEVELOPMENT COMMISSION Business Retention & Expansion Subcommittee

NOVEMBER 21, 2013

The Subcommittee meeting was called to order by Madeleine Hamel at 8:30 am at the Town Office in the Nowak Room. Members present were David Hampson, Jason Proulx, Madeleine Hamel, and Cynthia Tokos. Minutes of the October 17th meeting were approved.

EEDC Information Packets and Website Business Profiles:

Members shared and discussed several local business project expansions and relocations, space absorbed and jobs anticipated. The subcommittee suggested that the EEDC could use these as great examples of business growth in Exeter. Such briefs could be posted on the EEDC Website Business Page as previous announcements have been, and also incorporated into a summary of current local projects to include in the marketing information package.

Members discussed potential styles and needs for an information packet. Ms. Tokos summarized the discussion she had with Ms. Hamel on Nov. 7th about this project which was then approved by the EEDC at the Nov. 12th board meeting with a budget of \$300.00. She proposed a basic folder with the Town seal applied and inside pockets for literature. We discussed the need for content pages to include an EEDC page, success stories and scenarios, incentives information and a table of contents. We envision putting each type of information on a separate page so the packet can be customized for a business or event. Since much of the information exists, we would like to ask Mr. Dean if the new incoming intern could assist in cutting and pasting some draft pages.

Mr. Manganiello, Town intern, could not be present, but sent a memo regarding follow up on the website updating and the website profiles idea. He met with Mr. Dean and the Town IT Department. Both approved both projects and Mr. Manganiello has prepared an advertisement to solicit Exeter businesses to write their profiles for submission.

Mr. Manganiello also has updated the existing EEDC/ERZ information card and printed a new supply for us to take to the business meetings.

Business Community Outreach Project:

The EEDC letter of introduction was mailed out on Town letterhead to our Mail Out 3 list on October 31st 2013. Mr. Manganiello provided an EXCEL list with contact information for our use. Subcommittee members are beginning to contact the firms to set up appointments.

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

Respectfully submitted,

Madeleine S. Hamel,
Chair