

APPROVED MINUTES

EXETER ECONOMIC DEVELOPMENT COMMISSION Business Retention & Expansion Subcommittee

APRIL 3, 2014

The subcommittee meeting was called to order by Madeleine Hamel at 8:30 am at the Cross Insurance Conference Room. Members present were David Hampson, Jason Proulx, and Madeleine Hamel.

After Hours Event:

Members reviewed the EEDC/Chamber Business After Hours Event held on February 18th at the Town Hall Art Gallery. The event went very well despite the snow storm which did decrease anticipated attendance. Some would have preferred to cancel and reschedule the event. Everyone agreed the venue was beautiful and the EEDC displays and information packets well done. Thanks were expressed to all. Now we have additional marketing materials to use for future events.

Small Business Expo:

The Chamber offered the EEDC a table at the upcoming Small Business Expo to be held on April 9th at the Seacoast School of Technology. Mr. Hampson agreed to head up this project. He would borrow the DTC table display again to put the EEDC posters up on and one easel perhaps from Cynthia Tokos. Velcro would have to be put on the backs of the posters. The remaining packets could be used at the table to distribute information about the EEDC. We would encourage EEDC members to attend and help staff the table at the next commission meeting.

Business Community Outreach:

Members decided a new focus should be targeting businesses, both commercial and landlords of multi-family structures, that are located in the newly established 79E districts now that this tax incentive was approved by the voters. It provides an opportunity to increase downtown housing and to grow the tax value of the town. We proposed and outlined a plan to roll out the 79E program by taking the following steps:

- 1) Draft a press release with town staff review to announce it to the public
- 2) Town website link on the first page to 79E information and EEDC page
- 3) Print a list of companies located in 79E districts from the EEDC Business Database
- 4) Mail out a letter to those companies on the list offering to help anyone with a development project located in 79E
- 5) Schedule appointments with targeted companies in the 4 districts
- 6) Share examples where 79E utilized in other communities/projects around state, e.g. New market Mills, Concord SMILE bldg., with general contractors and developers
- 7) Plan a Forum/Planning Session at Town Office and invite businesses, developers, and commercial realtors, invite speakers from successful projects such as Eric Chinberg, have networking opportunity after program

Website business profiles and testimonials:

Members suggested a press release should be done now that Ms. Tokos has loaded the business profiles and testimonials from the display boards onto the EEDC webpage. We want to encourage other Exeter businesses to participate which will benefit both the companies and the town.

With no further business or announcements, the meeting adjourned at 10:00 am.

Respectfully submitted,
Madeleine S. Hamel, Chair