

APPROVED MINUTES

Exeter Economic Development Commission

March 8, 2016

Present: Kelly Bergeron-Planning Board Rep, Madeleine Hamel-Acting Chair, Ian Smith, Chris Surrette, Darren Winham- Economic Development Director, David Hampson, John Mueller, Brian Lortie. Also attending was Todd Deluca-Exeter Chamber of Commerce, Dave Sharples-Town Planner and Cliff Sinnott-Executive Director Rockingham Planning Commission.

- 1. Call to order:** The meeting was called to order at 8:35 a.m. by Kelly Bergeron, acting chair until Madeleine Hamel arrived. Introductions took place.
- 2. Approve Minutes – February 16, 2016:** Brian Lortie made a motion to approve the minutes of February 16, 2016 as submitted by Grace Rogers and seconded by Chris Surrette. Unanimously accepted.
- 3. Financial Report – Brian Lortie:** Brian Lortie updated the committee by stating there is \$7,100.00 in the money market account. He checked into a CD but would have to be locked into it for 6 months and no way of getting out without being penalized. Also, the interest rate wasn't that great. So he chose not to go that way knowing there might be some use for the money so he chose to keep it liquid. Madeleine Hamel stated there might be a business expense coming up if it's decided to participate in the Small Business show at the SST. Russ said he would look into it.
- 4. Introduction of Dave Sharples-Town Planner:** Russ Dean introduced the new Town Planner, Dave Sharples. Dave comes to us from the City of Somersworth, NH. Dave stated he started out as the City of Somersworth Planner a decade ago. He lives in Hampton, NH and is excited to be working in Exeter. He has been in Exeter for three weeks and has been very busy so far. Russ feels he is well rounded and will be an asset to Exeter. Dave stated he is a big data guy and needs to review lots of data before giving his opinion on things.
- 5. Discussion on Master Plan: Economic Development Chapter and Subcommittee:** Madeleine Hamel stated there were a couple of people who volunteered at the last meeting which included John Mueller, herself and possibly Lizabeth MacDonald. Ian Smith showed interest if the meetings were to be at night. He is not available during the day. Madeleine suggested the volunteers meet after the meeting to discuss a day and time for the meetings. Madeleine stated there is an interim deadline in June.

Russ Dean stated out of the All Boards meeting there were specific tasks that the Select Board were looking at for the boards to tackle. One was orientation and a couple of other things as far as coming up with is trying to develop a training budget and other ways to be successful to the Town. The piece specific to the Master Plan is that the Master Plan is a Planning Board document. They adopt it and own it. Everyone else in the mix is more or less advisory to the Planning Board in the exercise of putting the plan together. Russ stated one thing the Planning Board has to weigh back into the EDC is make sure there is good

communication between the two groups. If the subcommittee is going to work on a chapter of the Master Plan they need to set up a process to relay information back to the Planning Board. There needs to be good dialog and communication between the boards.

Darren Winham asked if the \$50,000.00 gets approved through the budget for the Master Plan update is there a plan for the use of the money. Example going towards a consultant? Russ stated it would fall to the Planning Board and Dave Sharples to manage that.

6. Cliff Sinnott, RPC – Master Plan Update Land Use Development Chapter Tables:

Cliff Sinnott passed out copies of a couple of handouts. One was a copy set of slides that was given to the Selectmen in November 2015 with the Master Plan update chapters and the updated data to the chapter on the Housing and Land Use. The second was copy of a table of a build out analysis on land use with updated information to 2010. A build out analysis is an attempt to take a look at in terms of development potential in the Town and what remains as buildable land according to the prescription of the Towns zoning ordinance. Specifically how much land in each zoning district and how much is available to be developed.

Cliff spoke about the “all zoned” table acreage and what is developable. He spoke of the most prevalent physical factors in terms of develop ability that constrains the use of the land, wet lands and steep slope or low potential of developable land. He stated the vast acreage in Exeter is in the non-sewer category. To get to the developable land you minus out the developed land, conservation land, wet lands and the steep slope areas. Cliff stated last week he received the 2015 aerial photography and he will update the map for the master plan update. He stated in the sewer area there is 135 acres remaining of developable land and about 2,400 acres in the non sewer area.

Cliff referred to the “zone by zone” table analysis that is being used in the master plan chapter. Again looking at all land and what is developable. He stated looking at the rational need for all the zones. Is there is a need for a specific zone and if so is there any land left in those zones? If not it suggests some adjustments for those zones is necessary. Some zones have very few acreage left, for example, multifamily elderly.

Russ Dean asked Cliff to talk about the different ways to of conducting a build out analysis, stating the one Cliff spoke about is the way the Town has used the information to make changes to the Master Plan in the past. Cliff stated from a Master Plan stand point the current way is the appropriate type of analysis to do because you are looking at a Town wide picture. Cliff said from an EDC stand point you might want to be looking at a parcel based build out.

Cliff stated one of the limitations of this type of analysis is although some areas state there is zero developable left because it’s not green space it may be re-developable.

John Mueller asked Cliff from his analysis how does it address the parking lot behind the Donahue, Tucker and Ciandella law office building on Water Street, which is owned by PEA. Cliff said it looks like it shows up as developable.

Russ stated there will be some money in the budget being put aside for Master Plan updating, creating strategy and goals. Cliff stated in the past Epping Road, Hampton Road and Portsmouth Avenue were looked at for important potential development but there was no in-depth analysis of what could happen to those areas. There is no economic development chapter in the master plan. Cliff stated that might be an appropriate area to drill into some of those specific areas the EDC wants to focus on area planning. Cliff stated each zoning area needs to be looked at.

Cliff stated he did receive information from the Planning Department on building permitting over the period between the last Master Plan update and now. Also, the housing needs analysis, as expected, shows that Exeter does over its fair share in the region for supplying work force housing.

- 7. Economic Development Project updates (Darren Winham):** Darren Winham started off by welcoming Dave Sharples and said he is looking forward to working with someone of his caliber.

Darren had the initial public meeting for the EDSP and found it very helpful in helping him understand how the process is going to work. He will change on how he does the EDSP and how he does economic development period. Darren feels it is very important to engage with the public when he is drafting the EDSP and doing the Economic Development Chapter. Darren is going to break up his efforts by corridors. He has found people have serious opinions of what they want to see and it differs from place to place. Looking at it as a whole is great but if you don't break it down you get a very convoluted answer. And it is very difficult to pinpoint what effort to take. He has broken it into six corridors:

- 1) Epping Road
- 2) Train Station/Winter Street/Lincoln Street
- 3) Downtown District
- 4) Portsmouth Avenue
- 5) Holland Way/Hampton Road
- 6) Kingston Road

Darren stated when he does reports he will break it into those corridors. He is having public meetings. The next public meeting will be on March 23rd at 7:00 in the Nowak Room and every two weeks thereafter. The first meeting will be on Epping Road and maybe the Downtown for the second. Dave Sharples will help him with getting information compiled for the meetings. Darren feels there will be a lot of public involvement in these meetings.

Darren stated knowing how controversial the vote is on allowing mixed use 500 feet away from Rt. 27 in the C3 District he met with Mr. King, the property owner, who is of the same mind set as Mr. Monahan, Mr. Carlisle and Mr. Shafmaster. Basically, they have had the property for a long time and they are not pressed to do anything with it. The Town has engaged them and they have spent a lot of money. They have made it very clear that if they do not see a return they are not interested in moving forward. There has to be a balance between what the public wants, what make sense out there, what the future is going to be if we want to see development out there. If the vote does not pass he suggest taking a look at it again and come up with a plan to move forward. Darren stated for years these property

owners have felt they have not been engaged and now they do so we should strike while the iron is hot to move forward to get these properties developed. Russ Dean stated it has become apparent to get these sights developed for multiple reasons one being income to the Town. Now that they are engaged and willing to spend money on wet lands studies and such we want to encourage that and see if the Town can come up with something that fits the community or what most of the community supports.

Epping Road:

- Darren is working with Rockingham Economic Development on a Community Development Block Grant for a project on Mr. Monahan's property.
- Gourmet Gift Basket is moving forward and going well. There is a road out there right now and looks awesome.
- There is a company he is working with but competing with Dover and Pease. There are two locations in our community he is trying to put them. One is Mr. Monahan's property or Delaney Drive.
- He is working on a potentially large project on Mr. Shafmaster's property. He is walking the property today with an engineer to see if it's possible.
- 80 Epping Road project is moving forward towards completion. He has been working with Dave Sharples on this project. The owner, Avise Properties, is putting garden style apartments geared towards young professionals in.
- He has been working on a Veterinary Hospital going in on Epping Road.
- He has been working on putting another sign on Continental Drive the same size as Mr. Monahan's. That will go out front of the Select Board within the next couple of meetings.

Holland Way/Hampton Road:

- 100 Domain Drive, he is working on a possibility for that property.
- Mr. Gargiulo now owns the property, purchased from the State on the corner of Holland Way and Hampton Road. Mr. Gargiulo is working with the State on the delineating wet lands and where they can be and where a building may go. Hopefully something will be out front of the Planning Board soon.
- He has been working with a manufacturing company for about a month now to see if there is a place in Exeter for them. He and Doug Eastman have been working together on this. He is trying to see if they will fit on Holland Way.

Portsmouth Ave:

- He is working with Sylvania on a couple of very interesting things. Hopefully, in a couple of month he will be able to talk about these projects publically.
- He is speaking with the Murphy brothers on the piece of property next to Exeter Lumber (old Getty station). They have hired a broker and looking for a possible land lease.

Downtown District:

- He is working with owner of the Loaf and Ladle that project is getting closer as far as getting someone in there.
- He is also working with another potential user for a restaurant on the other side of Water Street.
- If the parking study gets approved he will be working on the RFP for that.
- He is working with Mr. Deluca on the IOKA about a project and it is moving forward. He thanked Todd Deluca for working with him on an idea for a shared work space. Darren introduced Todd to speak on it. Todd Deluca, Exeter Chamber of Commerce, introduced himself. He stated on March 1st they took over a lease which is much of the 4th floor of the Mayer building, 24 Front Street, and on May 5th they will be opening The Chamber Loft. It is going to be an Innovation and Co-Working Space. It's targeted towards startups, expansions, commuters and people who work at home and just want to get out of their home office from time to time. He stated that Exeter always ranks between 90th and 100th in highest volume of passengers of all 524 Amtrak cities. He feels there is ample need for people who are commuting elsewhere to work who want to spend the day in Exeter. He feels it will be good for the Economic Eco System in Town. There will be 26 total desks available. There will be an opportunity for someone to rent a private desk or sharing desks. There will be a fully equipped café, a lounge, a sharing library and a fully equipped conference center. The conference center will be available to their members or the public at large. The memberships will range from a student, 18+ and a retired membership as well. To kick it off there will be public open houses on May 3rd and 4th from 3:00 to 7:30. There will be a private viewing the day before for Chamber members and other dignitaries to come in with a smaller crowd.

8. Upcoming Events (Seacoast Business Expo): Russ Dean stated he will be getting notes via email out once he confirms what is going on with the event this year, specifically with the tables and so forth. He stated it is a few hour event, involves a lot of local businesses that participate in it. It's a good visibility event for the EDC to be at. It is a business showcase. Madeleine Hamel asked Russ if the display boards and information for the table is stored for their use. Russ replied yes. Madeleine asked Darren to be the point person. Darren said yes he would be. The event usually takes place the first week in April. Madeleine asked to get the date out there and on people's calendar so they can make plans to attend.

Todd Deluca spoke about the Health Expo on Saturday, April 16th at the Exeter YMCA. It will be open to the public and Healthcare providers will be there displaying their ware and talking to the people about accessing their services.

Madeleine stated the job fair at the Town Hall that was recently held was one of the best they have had in years. Madeleine said she could only recommend getting the word out more to the population. Russ reiterated the success of the event and gave kudos to Todd Deluca for the Chambers involvement.

Madeleine asked if there was going to be any training opportunities, requirements or interest for new members on the boards. One thing that seems to work is when there is something particular going on that the person come into the EDC meeting and talk about it. It gives the EDC members knowledge on a particular service they might bring to the Exeter community. Madeleine stated one thing that was very helpful was the walking tours that Darren gave on particular projects. Darren agreed and he will be glad to give them. Madeleine stated doing a site visit is very instrumental. Another way, which was mentioned at the All Boards meeting, is there are some opportunities for people to go to programs for training. Russ agreed. Madeleine asked if there were any upcoming programs that the EDC should let the people know about. None at this time.

9. Review of Economic Development Items at:

- Planning Board:
 - Kelly Bergeron mentioned there are two projects and a sub division coming up at the next meeting.
- Zoning Board of Adjustment:
 - No update
- Conservation Commission:
 - No update
- Historic District Commission:
 - No update
- Heritage Commission:
 - No update
- Select Board:
 - Upcoming projects: Downtown sidewalks, downtown paving, Dam removal, which is on track for July, String Bridge rehabilitation and Lincoln Street. It will be a very busy year.

Adjournment: The meeting was adjourned at 10:15 a.m. The next meeting is scheduled for Tuesday, April 12, 2016 at 8:30 a.m.

Respectfully submitted by Grace Rogers