

DRAFT MINUTES

Exeter Economic Development Commission

August 30, 2016

Present: Madeleine Hamel, Lizabeth MacDonald-Chair, Dan Chartrand-Selectman Rep, Chris Surette, Darren Winham- Economic Development Director, Kelly Bergeron, Ian Smith, Jason Proulx and John Mueller. Also present was Kristen Murphy – Natural Resource Planner for the Town of Exeter.

- 1. Call to order:** The meeting was called to order at 7:02 by Lizabeth MacDonald.
- 2. Approve Minutes – July 26, 2016:** The minutes of July 26, 2016 minutes: Madeleine Hamel made a motion to accept the minutes as submitted by Grace Rogers. Seconded by Kelly Bergeron. Unanimously approved.
- 3. Financial Report – Brian Lortie:** Brian Lortie was unable to attend the meeting. Lizabeth MacDonald updated the committee with information she received from Brian. Current balance in the account is \$7,104.54 with no recent activity.
- 4. Presentation: Kristen Murphy and Darren Winham on Complete Streets:** Kristen Murphy-Natural Resource Planner for the Town of Exeter together with Darren Winham gave a PowerPoint Presentation on “Complete Streets”. Kristen, Darren Winham and Julie Gilman had attended a workshop in Portsmouth on complete streets. Kristen began by explaining what “Complete Streets” is. The concept of complete streets is a way of designing a streetscape. It is a way of designing a road, sidewalk and front of buildings so it is friendly to bikers, pedestrians and traffic making it a comfortable way to walk, bike and also drive. Because this is a new concept the workshop gave came up with a way to present it in a tangible way to the public as a pop up complete streets demonstration. The concept is using a lot of volunteers that would come down early in the morning to an area and set up with temporary tape for road lines, new crosswalks, make gardens and outdoor seating. After this is set up in the morning the community would come and linger, walk around, sit, use the bike trail to get a sense of what a complete street would feel like in that area. Then at the end of the day the volunteers would take everything down and put back to normal.

They met with Rockingham Planning Commission and Exeter Chamber of Commerce to figure a way of bringing this to Exeter. It was decided that it would be incorporated into the Lincoln Street Arts Festival the Chamber is sponsoring on October 22, 2016. They felt Lincoln Street was the perfect area to try this on; it is small, less defined and easy to focus on.

Darren stated, from an economic development aspect, it allows pedestrians to mingle with traffic that exists and utilize the commercial corridors in a much more pleasing way. This allows for businesses to get much more pedestrian traffic into their stores. Darren mentioned that this weekend also coincides with PEA parent’s weekend. Darren stated

again, from an economic standpoint, they want to link Lincoln Street with the downtown. They want to see people come in on the train, a reason for them to come into Exeter and easy for them to get around our community.

Kristen gave a Power Point presentation. Some of the highlighted ideas are:

- Show how connectable Lincoln Street is to the downtown area: Main Street 7/10th of a mile and Front Street 9/10th of a mile to downtown.
- Add 3 temporary pedestrian bump outs: Makes pedestrians more visible at crosswalks.
- Emphasize the 2 existing crosswalks.
- Add a “Parklet”, which is a seasonal temporary parkside setting which would be taken down during the winter months. This would be done by sacrificing 3 parking spaces. A business would lease these spaces for the summer. They would set up barriers and put outside tables and benches out front of their business.
- Adding “Way Finding Signs” which would indicate distance to downtown and distance to Trails. The trail network is one of the best around.
- Offer festival participants: Bike rentals, walking maps, trail maps, walking history tour link, list of downtown shops, farmer’s market info.
- Add “Sharrows”, it is just a catchy term for a sign painted on the road which is a bike with 2 arrows above it indicating cars and bikes SHARE the travel lane.
- In the downtown area, for the people who are there but not attending the Arts Festival, there would be signs indicating bike rack locations, bike rental info, festival info and distance to festival.
- Wheel Power will set up free bike rentals. They will have 2 booths, 1 being set up for bike safety. They will be having 3 bike tours on 3 different hours.

There is no way, without exorbitant costs, to create designated bike lanes in these areas. Our streets are just too narrow so having “sharrows” is a way for bicyclists and vehicles to share the road. Darren mentioned they are not advocating for these things in the Lincoln Street area they are simply doing a demonstration for consideration for these types of amenities “Complete Streets” offer. Darren and Kristen said they will be in need of volunteers to set up/take down these markings on October 22, 2016. Contact Kristen Murphy if you would like to volunteer. If you want to see how this works you can google “Keene Complete Street Demo” and watch the video.

5. Discussion: COAST Bus Shelter and Advertising: Darren Winham passed out a copy of an email sent to Dave Sharples-Town Planner from Rad Nichols-Executive Director cooperative Alliance for Seacoast Transportation. Darren stated he had met with COAST earlier in the summer and they are asking the EDC to endorse the concept of what they are requesting. Specific to the shelter itself, COAST is asking the following in exchange for COAST supplying the bus shelter itself:

- The Town prepare the selected site for the installation of the shelter itself ie; pad
- The Town install the shelter
- The Town clear the shelter of ice and snow as part of regular winter sidewalk maintenance

- The Town consider relocation of a nearby trash receptacle, or COAST will supply a trash receptacle (to Exeter specifications) for install near the bus shelter
- The Town maintain the trash receptacle as part of regular trash receptacle maintenance

Darren stated the BOS will make the final decision, this committee is only asked to endorse it. 50% of the revenue produced from the advertisements on the shelter will go to the community.

Dan Chartrand made a motion that Exeter's Economic Development Commission fully endorse the COAST proposal for putting a shelter in Town and urge the BOS and any other boards/commissions in Town that need to approve this to give strong consideration for approval. Seconded by Ian Smith. Unanimously approved.

Lizabeth Macdonald asked what the next step is. Dan Chartrand will report back to the BOS that EDC voted to endorse the COAST concept.

6. **Discussion: Upcoming All Boards Meeting (Lizabeth MacDonald):** Liz stated the All Boards Meeting was being skipped this quarter because the Master Plan was taking shape and moving forward. Liz asked Ian Smith if there was anything to report. Ian stated nothing at this time. Dan Chartrand stated the All Boards Meeting is being morphed into All Boards/Master Plan. The next meeting is Wednesday, September 7, 2016 at 6:30 p.m. Liz stated she will be unable to attend and asked for a volunteer to go in her stead. Dan stated he will be there.
7. **Economic Development Project updates (Darren Winham):** Darren Winham wanted to forgo the updates on all the corridors but wanted to update the committee on two items.
 - Darren is meeting with Todd Deluca-Chamber of Commerce on an almost daily basis in regards to utilizing the Town Hall. One idea that came out of the public meeting for the downtown area was to use the Town Hall as a Community Arts Center leased by a non-profit organization who would hire a production company to put on plays and educational programs utilizing the entire building with the exception of the Finance Department. They would turn the Town Hall into a 300 seat theatre. Darren feels it would change the downtown for the better. The next public meeting is Wednesday, September 7, 2016 from 6:00 to 8:00 p.m. at the Town Hall. There will be a presentation and tour of the entire building. Darren is hoping to present something to the BOS on September 12, 2016.
 - Darren stated Dave Sharples-Town Planner has applied for a TAP Grant (Transportation Alternative Program). Darren was asked to write a letter of support, which he passed out a copy of, addressed to Thomas Jameson, P.E. TAP Manager. The letter is addressing a Town wide pedestrian improvement project by connecting sidewalks on Winter Street, Spring Street and Epping Road. The project will also provide a safer crossing on Warren Street & Epping Road and Brentwood Road & Epping Road. It will connect new sidewalks to the existing sidewalks on Epping Road. The total project would cost \$585,000 with 80% of that coming from TAP funds.

John Mueller made a motion to take a vote in support of the letter as written with the signature of the Chair-Liz MacDonald. Seconded by Kelly Bergeron. Unanimously approved.

8. Upcoming Events/Events Recap: No update.

9. Economic Development Projects at other Board Meetings:

- Housing Committee:
 - John Mueller stated they are generating data through Cliff Sinnott's activities in Rockingham Planning Commission. They are getting a comprehensive profile in the community and what they are projecting in the future.
- Planning Board:
 - Kelly Bergeron stated they are working on CIP's, sidewalk project came before them and next week with more projects coming.
- Zoning Board of Adjustment:
 - No update
- Conservation Commission:
 - No update
- Historic District Commission/Heritage Commission:
 - No update
- Select Board:
 - No update
- Master Plan Process/EEDC Participation:
 - No update

Adjournment: Liz mentioned that Darren Winham was awarded the President's Award by the Exeter Chamber of Commerce. Kudos to Darren. Meeting was adjourned at 8:03 p.m. The next meeting is scheduled for Tuesday, September 27, 2016 at 7:00 p.m.

Respectfully submitted by Grace Rogers