

**Economic Development Committee
Meeting Minutes
DRAFT- February 20, 2018**

Members or alternates present: Dave Bowers, Kathy Eaton, Alan Harding, Denise Roy Palmer, Linda Murray, Cindy Patten, Steve Durgan, Craig Gemmell, Mary DeVries, Jim O'Connell, Kathy Tetrault, and Bill Petersen.

Members or alternates absent: Peter Cooke

Staff present: Town Manager David Owen and Director of Planning and Development Matt Sullivan

Guests: N/A

1. **Call to order:** Chairman Eaton called the meeting to order at 8:00 AM and noted a quorum was present.

2. **Consideration of Minutes: 1/18/18**

Remove one of Mary Devries Arrival, last page, 4th paragraph, change to "on board by May" and Under (B) TIF, revise Cindy Patten's comment regarding "the TIF discussion is more for informational purposes"

It was moved by Linda Murray and seconded by Cindy Patten to approve the minutes of January 18, 2018 as amended. Members voted, Kathy Eaton, Denise Roy-Palmer and Bill Petersen-abstained all others in favor, the motion passed.

3. **New Business**

- a. **Work Plan for 2018**

M. Sullivan reviewed the approach to forming the work plan.

C. Patten noted that all items should be part of EDC handbook.

L. Murray added that it should be listed on the Town Website.

C. Patten had reviewed agendas and had a few specific agenda items: an EMM check-in should be included review of Warrant Articles – Town Budget in August – Warrant Articles in January/February.

K. Eaton noted the current business list is important to the Committee

C. Patten questioned how the BRE & E would fit into this.

- b. **Revised Mission Statement**

M. Sullivan reviewed the revised Mission Statement.

K. Eaton recommended moving "in an advisory role" after "in 1992 to serve".

M. Sullivan will prepare a comparison document of the old and new Mission Statements.

S. Durgan questioned whether “while balancing the town’s environmental, character, and culture” was included in the prior Mission Statement.

M. Sullivan stated that the original statement included “also” and “impacts”.

S. Durgan stated that he feels that this “balancing” may limit the flexibility of the Committee.

A discussion occurred regarding the “character of the community”.

M. Sullivan asked how BR&E would be incorporated in the Mission and other documents.

M. DeVries, L. Murray, and K. Eaton discussed how we find homes for the BR&E subcommittees.

K. Eaton stated that the principles from the BR&E are included in the Mission Statement.

C. Patten noted perceived increased pressure on downtown businesses.

K. Eaton discussed planned activities including the Fire and Ice festival and Murder Mystery events.

S. Durgan asked what the impetus was from creating the BR&E.

c. Marketing Committee Report

K. Eaton noted we will be in the May/June Yankee Magazine and last year we did 5 of the 6 issues, as we do not do the March/April issue. The additional advertising funds are being reviewed on how to make better use of them.

C. Patten suggested Fiddleheads and that it is an attractive and well done magazine out of Southern NH.

M. DeVries noted Enterprise magazine as a potential opportunity as well.

C. Gemmell moved to approve the expenditure of \$800 for the May/June Yankee Magazine. M. DeVries seconded. All in favor, the motion passed.

C. Patten inquired as to how activity is tracked.

M. DeVries stated that leads are generated from advertising and that is a tangible and trackable metric.

d. EDC Vacancies and Annual Appointments

Dave Owen provided information outlining the terms and term expirations of the existing members. He stated those interested should submit your name for consideration to the Selectmen. Any new members interested should indicate their interest and provide a bit of background to the Selectmen. A public notice will be placed in the newspaper in March for vacancies.

K. Eaton noted that she will stepping down as Chairman of the Committee.

C. Patten asked if the Wright Museum should have a representative as she feels the museums should be represented in some way.

4. Old Business

a. Master Plan Forum/ Committees

M. Sullivan provided an overview of the Master Plan Forum on February 27th.

K. Eaton reviewed the Master Plan Chapters as proposed and stated that the EDC should be represented on all committees.

C. Patten noted the Kansas project and its parallels to the Master Plan chapter areas as proposed.

S. Durgan noted that Lake Winnepesaukee should be a focus of the Plan.

K. Eaton is interested in the Historical and Cultural Resources Committee

5. Other Business

N/A.

6. Town Manager's Report

Mr. Owen's items from his report were covered under the discussion items.

Being no further business before the Committee, Chairman Eaton asked for a motion to adjourn.

It was moved and seconded to adjourn.

The meeting adjourned at 9:29 AM.

Respectfully submitted,
Amelia Capone Muccio