

Economic Development Advisory Committee
20 June 2016 Minutes

The Derry Economic Development Advisory Committee (EDAC) met on 20Jun2016 in the Third Floor Meeting Room of the Derry Municipal Center. Members in attendance were; Christopher Black, Craig Cunningham, Nick del'Etoile, Stephen Daly, Stephen DeMattia, Christina Gossel, Scott Graves, Jim Morgan, Terri Pastori, and George Sioras. Also in attendance was Town Councilor Brian Chirichiello, Matthew Frahm, Randall Kelly, Jennifer Lague, Rob Miller from Buxton Marketing, and Representative John Potucek. Members not in attendance was Catherine Taylor.

Meeting opened at 7:00 PM with a motion by George Sioras, seconded by Chris Black to approve 16 May 2016 minutes, as presented. Motion passed.

Chair's Report: Terri Pastori opened the meeting giving a brief update on the Joint Chamber Conference on 93 Construction. At the conference, members of the EDAC in attendance were Christina Gossel, Nick del'Etoile, Terri Pastori, and George Sioras. Nick gave a brief update, saying that it was sponsored by Concord Coach and the airport. The meeting was to give updates on the widening of 93 and new placements of a Park and Ride. Terri then allowed George to update the committee on the Complete Streets Toolkit Meeting – of which the goal is to ultimately create pedestrian friendly and safe streets. George indicated that no decision to apply was made because the planning board needs more information. Another toolkit meeting will be scheduled.

Cowbell Corner Report: Matthew Frahm, representing project manager Dave Frahm updated the committee on the progress and use of Cowbell Corner, located at 418 Island Pond Road. The land was purchased in 2012 and there are plans are to have a gas station and convenience store located at the front; followed by two standalone buildings. The gas station will be occupied by B&H Oil with Dunkin Donuts taking up residence as a drive through, in the convenience store – which is almost complete. The first building will be a two story, 21,500 square foot multi use facility with the second, 10,500 square foot building being constructed when the first is at least 75% occupied. The hopes are that the facilities will be used for businesses such as restaurants; walk in clinics; and salons. Interested parties can contact SF Retail Management.

Buxton Presentation Rob Miller of Buxton Marketing (a consumer analytics company) gave a presentation to the committee on how their firm could work with the Town of Derry to drive retail growth and ultimately bring in revenue to offset the high tax base. Buxton is a marketing firm located in Texas who has worked with many cities in driving their retail growth. Their most successful partnership was with Rochester NH. Rochester struggled to attract retail and commercial business for a long time. Upon hiring Buxton, Rochester was eventually able to see 91 dollars of revenue for every dollar spent on Buxton. Miller indicated that Buxton works with over 3,000 retailers and uses consumer analytics such as spending habits, credit card transactions, and other factual data to create a personalized and focused plan to help recruit retail and establish an identity. Rob indicated that Buxton has three major goals;

- 1) Increase tax revenue by broadening retail and commercial businesses
- 2) Improve quality of life
- 3) Retain and support local businesses – in addition to making sure that any incoming businesses would not drive out existing, local business.

Miller continued to speak on how Buxton can support and work with towns to target specific retailers by presenting demographic and other factual data to support the decisions to bring the retailers to town. In addition to using Buxton's team, the town is also provided with access to their own analytical program called "SCOUT", which can target specific retailers and provide a wealth of data on several factors such as drive time, competition, spending habits, and area draw. Finishing his presentation, several members of the committee asked questions:

Craig: What kind of additional staffing is needed or would be needed? **Buxton will provide the town with the correct tools. No huge increase in staffing should be necessary.**

Chris: What would be the average turn-around time in order to see a return on the town's investment? **It varies from city to city. Within 30-45 days Derry would have a personalized analysis of all consumer spending and analytics. Within 2 months a targeted approach can be taken to see who's interested in coming to Derry and who's not. In the long term, breaking ground with a new retailer could be anywhere from four to twelve months.**

Scott: How can small business and local business owners take advantage? **Buxton will provide all the consumer analytic data to local businesses in order to understand how their market will shop and spend – in order to better assess on what products and services to offer.**

Terri: Where does Buxton collect all their data? **A lot of data comes from credit card Processors, subscriptions to loyalty cards, major organizations, etc.**

Another concern was the cost of Buxton's services. Miller indicated that the yearly investment is \$50,000. He indicated that Buxton likes to establish a continued partnership with town's and prefers to have at least a three year investment. However, Buxton understands that town budgets can change and while a three year partnership is preferred, the town can cease a relationship. There is, however a canceling fee.

At this time, the floor was opened to public questions. Representative John Potucek asked if, that when an analysis is done, existing retailers are taken into consideration. Miller indicated that yes, existing businesses are taken into account when trying to target new businesses and the goal is to work with the town to attract businesses that would align with their goals and ultimately attract new retail sales. This agreed with another question from a resident, Dory, who asked if Buxton could help attract breweries. Miller indicated that Buxton has worked with towns before to attract many unique businesses that would, once again, align with their goals. He cited Caribou Maine, in which Buxton helped bring in a call center, which brought over 150 jobs to the town.

After the public comments, a motion was made by Jim Morgan, seconded by Nick del'Etoile to recommend that the town council hire Buxton. Motion passed unanimously.

Updates:

Property Maintenance Committee: Jim Morgan updated the committee on the work of the property maintenance. They met on the 3rd Tuesday in May and discussed sign ordinances. A resident suggested having the students of Pinkerton create some artistic work in order to fill the gaps of missing signs; such as the sign from Pizza Hut. The committee will work to see if materials could be donated.

Planning Board: George updated the committee that a zoning change was approved on Lennox Street for a retail site. He indicated Sals Pizza got the approval to tear down the current facility and build a new building. In addition, a light manufacturing company is slated to come to Derry and occupy one of the empty warehouses.

Derry Net Zero Task Force Nick del'Etoile indicated that their committee met to discuss and analyze energy efficiency within the school district. He indicated that the school district could be partnering with Honeywell. He also indicated how Pinkerton is exploring opportunities to become more energy efficient, especially since all of their power is monitored through one meter.

By Laws Stephen DeMattia briefly addressed the bylaws and asked for several edits. Jim Morgan and Stephn Daly suggested several edits be made and that the Town Council approve the by laws. Stephen will make the edits and distribute.

For the sake of time, the rest of the agenda items will be postponed until the July meeting. George Sioras made a quick notion to indicate, that with the help of Andrew White, the properties available in town are now available to view on the Town's Website.

A motion to adjourn was made by Jim Morgan, seconded by Scott Graves. Meeting adjourned at 8:57 PM. Next meeting is scheduled for 18 July 2016 at 7:00 PM.