

Derry Economic Advisory Development Meeting Minutes for July 18, 2016

In Attendance: Chris Black, Craig Cunningham, Stephen Daly Nick, del'Etoile, Christina Gossel, Scott Graves, Jim Morgan. Terri Pastori, George Sioras, Catherine Taylor Also in attendance Randall Kelly, Richard Tripp
Not in attendance: Steve DeMattia, Andrew White

Meeting was called to order at 7:08 by Terri Pastori

Cathy Taylor was asked to take minutes in place of EDAC Secretary, Steve DeMattia

Minutes from June 20, 2016 were reviewed and a motion to approve was made by Chris Black, second by Nick del'Etoile

Chair's Report (Terri Pastori)

1. Buxton
2. Economic Development position will be posted soon
3. There has been a lot of business activity
 - ~Racked up is closing – rent may have been raised
 - ~Old Pizza Hut location on Crystal Ave may be filled
 - ~CrossFit business (old American Legion) is for sale
 - ~Old KFC on Crystal Ave is under agreement
 - ~Old JJ's Pizza and adjoin space are under agreement
 - ~Turd Herder Pet Supplies is open for business on W Broadway

George Sioras reported that code enforcement was in contact with Chicken & Biscuits regarding landscaping and that has been done.

Planning Board Report – George Sioras

Planning Board has approved Sals Pizza to renovate existing building on Crystal Ave. It will be a 1 story brick building and will be open by the Holidays. Sals in Derry is one of the best performing stores in NH along with their Manchester location.

Tupelo (Scott Haywood) has secured financing and is relocating to A Street. His new location will seat up to 500. He has designed an open floor plan

which will allow for different set ups depending on the function. Scott is thinking of serving beer and wine. A New Year's Eve party is being planned. This venue is going to be a great compliment to Pinkerton's Stockbridge Theatre and The Derry Opera House. Scott will be attending September's EDAC meeting.

Meeting opened to Public Comments

Richard Tripp of 44 Windham Rd took the podium. He would like to see the EDAC communicate goals to the Town Council to check for solidarity.

He would also like to see a draft of the By-laws posted on the Town of Derry's website.

Having no further public comments, Chris Black moved to close Public Comments; second by Nick del'Etoile

Steve Daly reported on the Economic Development position. Terri Pastori and Jim Morgan had input in creating the job posting. The position will be contracted by an individual or a firm. August 23rd is the due date for applications.

A team of people will review the applications. The goal is to have someone up and running by the middle of September.

Social Media/Communications Team (Nick del'Etoile and Christine Gossel)

Nick reported that a promotional video for Derry was discussed. The Town of Bedford has a virtual tour that is focused on Economic Development and will be looked at as a possible model.

Nick also reported that his team is exploring using the Derry Community television station to market Town materials.

The Town of Derry Website will be used to highlight Economic Development. Nick is going to speak with Doug Rathburn (IT) about the placement of the information.

A controlled Facebook presence was discussed. Also, twitter, snapchat, etc. The idea of two administrators for the social media was presented (Nick &

Christine). They would have the passwords for all avenues of social media and the passwords would change as administrators changed to ensure proper posting of information.

Net Zero Committee had nothing to report

Chris Black spoke to creating a survey for the residents of Derry. A three to four-week time frame would be given to complete said survey. Questions such as how much money do you spend on dinner out and back to school supplies will be included among many others. The survey will be driven by Survey Monkey and launched in September. The Town's data base will be used to do a blast email and flyers will be placed at the Town Clerk's window.

Events Committee reported by Chris Black. The possibility of creating an annual Oktoberfest was discussed for 2017. There could be a Grand Marshall and a Miss Oktoberfest pageant. Sam Adams, Red Hook and Budweiser would be approached as major sponsors for the event along with local breweries. Traffic and parking possibilities need to be explored and logistics for placement of tents. Perhaps Manning St?

Downtown Committee reported by Cathy Taylor. The idea of a downtown Holiday Decoration contest was discussed. Individual downtown businesses would participate and there would be a prize for the winner which would be determined by the votes of Derry residents. A festive downtown to encourage local shopping and dining is a goal of this contest.

The size of parking signs was discussed. Residents have reported trouble finding public parking spaces. Cathy spoke with a town employee and the existing signs meet standard regulation.

The visibility of crosswalks was also discussed. Cathy spoke with a town employee and blue mats will be placed at 4 crosswalks within the next week or two. They will be stop, look and wave.

There also was discussion among the committee regarding some sort of regulation for empty buildings downtown. The committee would like to see standards in place for the appearance of these buildings during their vacant times. There was also discussion of a regulated appearance for the

downtown including approved colors of buildings. A balance would need to be found between the Town and the building owners.

Jim Morgan spoke to the fact that letters had gone out to select property owners regarding not adhering to requested appearances. The letters spoke of fines if adherence was not met.

SWOT Analysis was presented by Craig Cunningham. In summary, Derry's strengths were stated as follows: Quality of Life and Town Government were pointed out as was the charm of East Derry. Weaknesses included tax rate and underdeveloped downtown as well as a lack of identity for the Town.

Jim Morgan spoke about the passion of the town residents and what a strength that is for Derry whether it is negative or positive passion, the fact remains that the town is full of residents that care. It is our mission to energize residents and begin making positive changes. It is also our mission to get residents thinking about what is Derry? An "elevator speech" will be created to get the point across in 30 seconds as to what the EDAC stands for and would like to accomplish.

Terri Pastori will circulate final By-law draft and feedback will be sent to Steve. The final draft will be completed before the next meeting on August 18, 2016.

Next EDAC meeting is Monday, August 15, 2016 at 7:00

Motion to adjourn made by George Sioras at 8:49. Second, by Nick del'Etoire.