

Economic Development Advisory Committee
19 April 2016 Minutes

The Derry Economic Development Advisory Committee (EDAC) met on 19 April 2016 in the Third Floor Meeting Room of the Derry Municipal Center. Members in attendance were; Christopher Black, Craig Cunningham, Nick del'Etoile, Stephen DeMattia, Christina Gossel, Scott Graves, Jim Morgan, Terri Pastori, George Sioras, Catherine Taylor, and Andrew White. Also in attendance were Stephen Daly – Town Administrator, Randall Kelly, Deb Paul, and Richard Tripp.

Meeting opened by Town Councilor Jim Morgan at 6:30 PM. Motion by Chris Black, second by Andrew White to approve 29 February 2016 minutes as presented. Motion passed.

Introductions – This was the first meeting of the newly officiated Economic Development Advisory Committee. Councilor Morgan introduced himself as did members of the committee. A recap of the past EDC groundwork was discussed in order to bring new members up to speed on what has been accomplished so far.

Elections of Chair, Vice-Chair, and Secretary

Chair: Motion by Jim Morgan and second by Stephen DeMattia to appoint Terri Pastori as Chairperson. Motion passed.

Vice Chair: Motion by Stephen DeMattia and second by Terri Pastori to appoint Chris Black as Vice Chair. Motion passed.

Secretary: Motion by Chris Black and second by Terri Pastori to appoint Stephen DeMattia as Secretary. Motion passed.

Stakeholder Liaisons to the EDC

Net Zero Committee: A recommendation to the Town Council will be held in order to appoint Nick del'Etoile as a liaison to the Net-Zero committee.

Planning Board: George Sioras has agreed to act as a liaison to the Planning Board with the TA's approval. However the committee will check the previous Town Council minutes to verify who was recommended as a liaison.

Property Maintenance Committee: Jim Morgan sits on the property maintenance committee and has agreed to act as liaison.

Other Committees: It was agreed and discussed that the EDC should have a liaison to the Derry's Revolving Loan Committee, in order to better communicate loans and financing to prospective businesses. Since Catherine Taylor had sat on the committee previously, a recommendation to the Town Council will be made in order to appoint Catherine as a liaison.

Long Term and Short Term Goals In order to begin work on economic growth in the Town of Derry, several long term and short term goals were established in order to better come up with a time frame for carrying out growth:

Short Term Goals:

- + Formulate an identity: *who* is the Town of Derry?
- + Develop a tagline, logo, and video pitches
- + Target new businesses
- + Assess current inventory or land, parcels, and vacant buildings
Locations of businesses
- + Hire a full time economic development director
- + Research and reach out to members of the former DEDC to see what can be learned from past mistakes
- + Edit the letter to businesses in downtown to remind them that they may advertise and put seating outside.
- + Leverage relationships with engineers, developers, and architecture firms
- + Research options regarding classifying downtown as a historic district

Long Term Goals

- + Develop better financing options and research whether the “cap” of \$250,000 dollars can be altered, in order to better assist prospective businesses.
- + 4A and what’s on the horizon? How can Derry take advantage of this opportunity?
- + Work with the planning board on rezoning
- + Develop a plan and attract lodging businesses, so that people have a place to stay while visiting Derry.
- + Marketing: what does Derry have to offer? Reach out to business prospects; wine and dine; use the newly developed identity and logo to really offer and show businesses what Derry is about.
- + Events: Try to recruit large scale events to hold their festivities in town. Develop a plan to host large scale events and form a “task force” to explore these options.
- + Formulate Quarterly EDC reports to the Town Council and report as to what the committee has accomplished.

In addition to the above goals, ideas from past meetings were re-iterated such as forming a beer district and getting in touch with local breweries who are looking to move their locations. In addition, heavy focus on reinventing Derry and forming an identity was agreed as a top priority. With these goals in place, timeframes can be set and individual task forces will be formed in order to tackle these goals head on.

Next meeting is scheduled for 16 May 2016 at 7:00 PM. Motion by Stephen DeMattia second by Jim Morgan to adjourn. Meeting adjourned at 8:20 PM.

Stephen DeMattia
EDC Secretary
Approved 16May2016