

Economic Development Advisory Committee
16 May 2016 Minutes

The Derry Economic Development Advisory Committee (EDAC) met on 16 May 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, Jim Morgan, Terri Pastori, George Sioras, and Catherine Taylor. Also in attendance were Gordon Graham, Randall Kelly, and Richard Tripp. Members not in attendance were Scott Graves and Andrew White.

Meeting opened at 7:00 PM with a motion by Catherine Taylor, second by Craig Cunningham to approve 19 April 2016 minutes, as presented. Motion passed.

Chair's Report: Terri Pastori opened the meeting by indicating that there would be a Chamber of Commerce Meeting at Brookstone Center, on May 20th 2016 for anyone who would want to attend. In addition, George Sioras indicated that on Wednesday May 18th, at 7:00 PM, there would be a planning board workshop which would address issues such as improving streetscape – for anyone that wanted to attend. To continue, Terri mentioned how Chris Black, Stephen DeMattia, Jim Morgan, and she met to finalize a set of goals for the EDAC. These goals would be the target of the committee and were broken down into a set of eight;

- 1) Understand the needs and wants of the town: (SWOT Analysis)
- 2) Define the identity of the town
- 3) Formulate an EDC plan to supplement an outdated master plan
- 4) Hire an Economic Development Manager
- 5) Develop a vibrant social media presence (including a new Facebook page)
- 6) Work on zoning with the planning board and stakeholders of Derry
- 7) Host signature events to draw in large crowds
- 8) Create a vision in order to position Derry for the development of Exit 4A

To set these goals for the EDAC, Craig Cunningham made a motion to approve goals, second by Nick del'Etoile. Motion passed.

Public Comments: Richard Tripp commented during the public comments section. He made a suggestion that the EDAC prioritize goals, attacking those goals that would put Derry in a good position for the future. In addition, he indicated that the Town website had room for improvement. He expressed concern that not all departments on the town were consistent with their updates and how information is not easily accessible; such as a complete business directory. He suggested that the Town Council should put policies in place so that there would be consistency on updates to the website.

Establishing Teams for Goals: In order to execute the goals approved by the committee, teams were constructed that would be responsible for individual tasks;

- 1) **Communications and Marketing:** Chrissy Gossell and Nick del'Etoile
- 2) **Land use:** Jim Morgan, George Sioras, Andrew White

- 3) **Retail, Food, and Hospitality:** Craig Cunningham, Chris Black, Stephen DeMattia, Chrissy Gossell
- 4) **Commercial and Industrial:** Jim Morgan, Andrew White
- 5) **Downtown:** Steve DeMattia, Chris Black, Terri Pastori
- 6) **Inventives (Such as business assisting and incubating):** Catherine Taylor, Nick del'Etoile
- 7) **Survey Team (To create a robust survey addressing needs and wants of the town):** Chris Black, Steve DeMattia, Craig Cunningham
- 8) **Events:** Terri Pastori, Chris Black, Catherine Taylor

By Laws

Steve DeMattia handed out a draft of EDAC by laws. The committee members are to review them and then reach out if any suggestions for edits are to be made.

Updates

Abbott Court: Gordon Graham, former Town Councilor gave a presentation on the past experiences with Abbott Court. When the downtown committee was established, they used individuals from RKG to come up with concepts for Abbott Court. The committee came up with a list of goals and got an RFP for marketing. The lower court proposal was for a series of buildings that would have had storefronts that opened up on the old railroad, in addition to bike and pedestrian pathways. Since Abbot Court contained roughly an acre of land, that the town owned, it was said that four buildings could have gone up with multi use function. In order to open the property up even more, two properties along Central Street were suggested to be acquired and demolished, one of which was. The Town had a purchase and sales agreement ready but when the Town Council changed hands, different visions for Abbott Court were sought and they abandoned the P/S. In this case, the Abott Court lot was left undeveloped. Gordon indicated that Derry needs to work cooperatively to determine a direction for the property and assess a financial ability to complete and fund a project.

Property Maintenance Committee: Jim Morgan gave an update on the work of the Property Maintenance Committee. The committee is still working with the owner of some of the properties in Downtown, in order to fix them up and remove old signs and fixtures. He indicated a pet supply store and pizza place are being worked on. In addition, 19 Elm Street is in the process of being cleaned up and will be coming down soon. He also indicated the committee will be working on updating ordinances in order to give uniformity for downtown.

Planning Board: George Sioras gave an update on the meeting with Moody's. He handed out a list of projects currently in development. George is also working with Andrew White and the IT department to list (or provide a link) to vacant properties that the Town currently has.

Member Requests

Buxton Presentation: Terri Pastori suggested having Buxton Marketing give a presentation to the committee in regards to marketing the town. She and Jim will meet with representatives of the company.

Downtown Committee Presentation: Terri mentioned that there is a plan to have the Downtown Committee give a presentation to the EDAC on the work being done.

Celtic Festival: Jim Morgan will meet with representatives at 5 PM on Tuesday May 17th, on plans to potentially have Derry host the festival.

The next meeting is scheduled for 20 June 2016 at 7:00 PM. Motion by Stephen DeMattia, second by Chris Black to adjourn. Meeting adjourned at 9:02 PM.

Stephen DeMattia
EDAC Secretary
Approved 20Jun2016