

## Economic Development Advisory Committee

### Minutes – October 1, 2018

Attendees: Craig Cunningham, Beverly Donovan, Nicholas Del'Etoile, Christina Gossel, Richard Metts, George Sioras, AICP, & Eric Stephenson, Elizabeth Circharo, Gordon Graham, Scott Graves, Michael Lucci, James Morgan, John Potucek

Absent: Dave Caron, Terri Pastori,

- I. Welcome and Introduction - Elizabeth
- II. Approve minutes of the September 10th meeting – John moved to approve, Chrissy 2<sup>nd</sup>, Jim Morgan abstained, motion approved.
- III. Chairperson's Report - Elizabeth
  - a. Thanks Chrissy for chairing September
  - b. Town Council presentation tomorrow night - achievements
    - a. Vision statement
    - b. 776 followers on Facebook
    - c. Business Owner's Forum
    - d. Exit 4A
    - e. Farmer's Market - up to 1,600 attendees each week
    - f. Food Truck Festival - over 1,000 attendees, social media reach >3,000
    - g. Downtown Improvements

Gordon - consider adding Abbott Court to speaking points, continue to look at options.

- IV. Economic Development Coordinator's Report/ Business Assistance and Incentives– Beverly Donovan
  - a. Abbott Court, RFP closed out, RFQ to find best firm to develop feasibility study and pro-forma. Expect to complete by February
  - b. Façade Program - no new proposals
  - c. Downtown Revitalization Tax program, 79 E (Community Revitalization Tax Relief Incentive) for 23 Crystal Ave
  - d. Finished with small business workshops, one business open as a result, next round with SCORE
  - e. Public Arts - Pop-up Art show for October 19- 21
  - f. Comprehensive Economic Development Strategy
  - g. Statewide Economic Development Build Sessions underway to build DRED 10-year plan
    - a. Marketing at state level
  - h. Opportunity Zones - Bev & Liz attending tomorrow
  - i. Net Zero - Good visibility at Derry Fest, ribbon cutting at Tupelo
  - j. NH Economy - Commissioner Caswell coming to Derry soon to talk about our happenings
  - k. Nov 6, 9:00 am Senior Business Development Director for NH, Mike Bergeron speaking on State Programs and Incentives available in NH
  - l. Beverly got a \$750 Grant for the Upper Room from NH CIBOR Cares (Commercial Investment Board of REALTORS

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- m. Greater Londonderry/Derry Chamber - event at Brookstone, Oct 23, 8:30 am  
Economic Development meet and greet
- n. Exit 4A next hearing is in November
- o. NH Commercial Property Exchange - lease rates SW \$42 SF, Derry is about \$14,  
we're very affordable
- V. Planning Department Updates - George Sioras
  - a. Sal's is closed to begin construction
  - b. 23 Crystal Ave - utility work beginning
  - c. 20 A St. Industrial Space is moving forward with Tri-K Industries manufactures
  - d. Master Plan Visioning Session - Community Forum – 11/28/2018 first of three public  
forums will be held at Pinkerton
- VI. Zoning & Land Use - Beverly Donovan
  - a. George, Liz, and Beth reviewing zoning to look for improved opportunities through  
zoning changes
- VII. Liaison's Report - Jim Morgan
  - a. 23 Crystal Ave - performance bond approved.
  - b. Land South of Ryan's Hill on 28, start looking at available land and uses
    - a. Water is in, what can be done from Island Pond South?
      - i. Sewer ends at Robert Frost Farm - opposite side
      - ii. Consider business owners forum for that area soon
- VIII. Recommendations to Town Council - Update/Finalization
  - a. Sidewalks, lighting, streetscaping, trash receptacles & benches
  - b. Lighting is top of list, light poles look good, maybe we just need more
  - c. Stamped brick works
  - d. Study parking configuration and traffic flow
    - a. Traffic calming devices at beginning and end
  - e. Sidewalk replacement very expensive - consider repair/refresh
  - f. Goals need to be incorporated into town's long-term plan
    - a. Future Town Council accountable
  - g. Concrete planters - allow business to care for their own
  - h. Town needs to advocate to bring our own residents downtown
- IX. Committee Updates
  - a. Retail/Food- Chrissy Goessel - No update
  - b. Commercial and Industrial – Jim Morgan - No update
  - c. Downtown- Terri Labbe Pastori/Scott Graves/Gordon Graham -
    - a. Derryfest - big success
    - b. Derry After Dark - tremendous success
    - c. Farmers Market has made downtown more vibrant
      - i. #2 in state on WMUR poll
    - d. Derry is seeing more foot traffic and good publicity
    - e. Truck or Treat at Marion Gerrish Oct 27.
  - d. Abbott Court – Jim Morgan/Gordon Graham - No update

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- e. Facade Improvement Update - Beverly Donovan - 8 Approvals, 12 Applications (need to verify)
  - a. Jim indicated that he has received three negative emails from residents upset about this program. Assessments are up, and people are worried, new tax rate will be lower.
    - i. Condos, Duplexes, and waterfront property are going to see significant increases
- X. Legislative Updates- John Potucek- Gov has signed bills into laws, committee's established due to new legislation will have report outs in the coming months.
- XI. Future EDAC Meetings – November 5th
- XII. Public Comments - Mike Gendron, Old Auburn Road, don't shortcut with master plan, dream big, once 4A comes through we have an opportunity to make downtown more of a destination. Derryfest is one of the best marketing programs in the community. Derry Massage and Wellness gets more customers from Derryfest than any other effort.
- XIII. Member Requests - Bev noted; Andy Day - Chamber of Commerce Citizen of the Year, Upper Room = Business of the Year. Jim noted that Andy Day has commissioned Wall Dogs to paint 300th anniversary mural on his wall, about a \$15,000 endeavor. Spud Crows were sold to raise money for the wall - Sold out. Social Media will help spread the word. Town Council is going to drive downtown Holiday Decorations. Consider getting businesses to add to the decorations. Arts Council is going to produce Tree Lighting Event.
- XIV. John made a motion to adjourn, John, Scott 2<sup>nd</sup>, motion passed at 8:04 PM