

TOWN OF DERRY

**Town Council/EDAC
Derry Municipal Center**

**December 13 2016
Tuesday - 5:45 PM**

5:45 PM Call to order

Pledge of Allegiance, warning of fire exits, handicap access, & turn off all cell phones

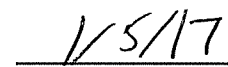
Roll Call: George Sioras, Terri Pastori, John Potucek, Gordon Graham, Andrew White, Councilors Bourdon, Tripp, Fischer, Katsakiores, Morgan and Chairman Chirichiello, TA David Caron, Town Clerk Daniel Healey

Robb Miller and Cody Howell from Buxton Marketing gave an overview on what Buxton can do for the town. Mr. Miller stated that Buxton makes data driven decisions for Economic Development. In their model, using an application called Scout, they identify who the best potential customers are, where they are located, and what value they bring. They try to understand their customers what they will do is find the best fit for the town using three things, a consumer profile, drive time, and retail market conditions. With all this information, they believe that they will position the town to sell the community to retailers. The next steps after hiring Buxton will be to identify the retailers and begin an initial outreach. Following that outreach, the town would call the retailer directly with a Buxton management team part of that conversation. Local businesses will have access to the data that Buxton provides. There will be training provided for the Scout app. "Big data" like what Buxton will provide takes the guess work out.

Adjournment: 7:00 p.m.



Town Clerk



Date

Recording & Transcription by: Daniel Healey, Town Clerk