



Economic Development Advisory Committee

Meeting Minutes

Wednesday, May 15, 2019

Committee members in attendance: Charlie Albano – Chair, Will Minsinger, Emma Bates, Nancy Martin, Kimberley Edlmann, Sarah Hansen, Mark Govoni

Others present: Dan Watts, John Leavitt, Judy Newman-Rogers, Ken Cogswell

1. Minutes

Meeting minutes from April 17, 2019 were unanimously approved.

2. Olde Window Restorers

Charlie reported that Olde Window Restorers have been approved by the Planning Board. Charlie said he sent the Planning Board Chair an email on behalf of the EDAC expressing support.

3. Budget for the EDAC

Charlie is going to talk to the Selectboard about creating a budget for the EDAC so things like the Tourism Conference can be attended.

4. Website Design

A. Charlie said he met with Dan Watts who is creating the new town website to talk about what the EDAC's responsibility is for helping develop an economic development component and a tourism component on the town website. There are 2 sub-committee's on economic development and another sub-committee on tourism. Charlie met with Dan regarding the economic development component as well as the tourism sub-committee which was developed over the last 8 months or so.

B. Charlie said the EDAC will work with Dan and the Chamber so there is no duplication. Dan proceeded to show the EDAC the progress he has made on the website. Kimberley asked everyone if they like the look and feel of the site. Emma said it's hard for her eye when there is a background picture next to a background picture. Charlie referenced the website the town of Hopkinton has. He said when you turn the site on it grabs you, it has great pictures that covers the whole page and it makes the reader want to explore. Charlie wants the website to be similar to what Hopkinton has. A sequence of picture's was suggested.

C. Charlie said one of the things he and Dan has talked about is how the EDAC and the Chamber can work better together because of the similar objectives. Dan said the Chamber now has 168 members, a new brochure will be available for the Spring into Warner event. Membership for most businesses is \$50.00 for 12 months, the Chamber is willing to work with businesses if it is felt the membership cost is too much. A membership gets you a spot in the brochure for one year, your business is listed on the website, Facebook and Instagram, press releases and an offer to customize websites if needed.

D. Charlie said another question the EDAC has been wondering about is should all the businesses be added to the website partnering with the Chamber and is it difficult to maintain. Dan said the Chamber wants to help businesses, the businesses stay on the Chamber website until told to remove them. Judy asked if the Chamber only advertises for members. Dan said most of the sign-ups are from the Chamber calling the businesses. For \$50 a business gets 12 months of exposure on the website, exposure in a brochure, and a newsletter that goes out twice a month. The money the Chamber receives is used for economic development. The Chamber sponsored the bike fix unit in Bradford and Contoocook and they try to help businesses get going. Charlie said Mark Govoni created a list of businesses in Warner and sent it to Krystin Watts to do a comparison of Chamber members. Mark said he belonged to the Concord Chamber for year's for \$450.00 and the real value wasn't there. Kimberley suggested linking the businesses that are in the Chamber to the Chamber for more awareness. Charlie said how can the EDAC make the non-participating businesses more informed about economic development resources. Charlie said the next step is to compare the business lists and have a sub-committee to come up with some ideas to partner it. Dan said the Chamber would potentially be interested in doing a mass mailing to try to educate about the Chamber and the Economic Development Advisory Committee in a combined mailing.

C. Charlie talked about Woodstock VT and how their Economic Development Committee has the capability to draw money from the town to support small business activities.

5. Fire Station

Kimberley reported the Selectmen are working on a lease for 27 E. Main St. (vacated fire station), the goal is to have the lease finalized by June 1.

6. GIS

Kimberley reported the Selectmen have not taken any next steps yet. The plan is to establish a committee.

7. Energy Committee

The EDAC talked about at their last meeting about having Energy Committee presence on the website. Neil Nevins will make contact with the Energy Committee.

8. Kearsarge Elderly Housing

Neil Nevins is also working with a group to make the elderly housing 100% solar and then Neil will be contacting Market Basket.

9. School Funding

Charlie said he received an email from Selectman Carson informing that the NH School Funding 101 Forum will be meeting on June 19 at 6:00 pm located at the Kearsarge High School. Nancy and Emma are going to try to attend.

10. Exit 9

Charlie will be meeting with the Selectmen on May 21 to talk about the potential development at exit 9 and will be asking the Board who will be making the phone calls to the potential developer and Concord Hospital. Concord Hospital has interest in expanding the health offices. Charlie feels there needs to be leadership from the town to make this happen. Charlie is willing to work with the Selectboard to make this happen, but Charlie feels the Selectboard has a role in this to keep the interest moving forward. Charlie said Selectman Carson has told him that he has contacts at the Concord hospital and Market Basket and Charlie feels the Selectboard should move forward and make contact with the developer.

11. Rack Card

Charlie sent a funding request to the Nancy Sibley Wilkins Advisory Committee. A meeting was arranged with the NSWAC, the question the Advisory Committee had is this a benefit for the town. At first the Advisory Committee awarded \$1,000 then Emma spoke on the benefits of the rack card and the funding granted was increased to \$1,500. Charlie contacted the contractor for the rack card that originally quoted \$2,000 and said he would do the rack card for \$1,500 and added an extra month to the contract. There will be 5 months of distribution, 10,000 rack cards at 131 different locations. The Committee was very pleased.

12. Childcare

The EDAC has identified childcare as an economic resource and Emma made contact with someone that may be interested in opening a childcare center and found out that person has no further interest. Emma thinks who ever is meeting with Concord Hospital could mention a daycare in their building would be an excellent addition to the town. Sarah suggested finding out what the hurdles are in opening a childcare facility.

13. Signage

Charlie said most people at exit 9 never go up to the Village area. Neil and Clyde Carson were working on signage to promote the Village area. Krystin Watts is working on posters that will be placed in the local stores at exit 9 to come visit the Village area as well. Judy thought the State was against the idea of having signage at exit 9. Will said we can't do anything on State land. Judy said the State had allowed small slide boards and gave the Selectboard a diagram of the size, there was a meeting where all the different businesses were provided and that was the end of it, the State said no. Charlie said there may be more information, but Clyde Carson and Neil Nevins was suppose to report back on their latest efforts. There was also discussion about having signage at the Park & Ride.

14. Fall Foliage Festival

Charlie said the EDAC has talked about the FFF being a key member to the communities economic development as it relates to the rack card, trying to bring in people to the community. Charlie said the EDAC is trying to partner with the FFF because there is a lot of cross over. Will said he went to a FFF meeting in January and the FFF is very

positive about working with the EDAC because they too can see the overlap. It was left at reconvening in the summer. Will said there should be an EDAC representation at the FFF meeting and FFF is willing to send someone to the EDAC meetings eventually. Will will make contact again and will attend the next FFF meeting. Will also wants to follow up on the funding that is available from the FFF because the EDAC may qualify. Nancy said applications to the FFF are due in September.

15. Mural

Charlie said once the plan is in place for the mural, the next step is raising the money to complete the mural. Charlie knows of one source here he can get \$200 - \$500 from and another source for about \$2,000 as well as submitting a request to the Fall Foliage Festival. Sarah will work with Bret on creating a narrative on the history of the EDAC and how a mural would benefit Warner along with a rough budget for the next meeting.

16. Letter to Madgetech

Sarah said Gerald Roy is working with the owner of Madgetech on a development project at exit 7. Gerald provided a presentation to the EDAC on what is planned for the property next to Madgetech which will include retail space for a general store, ice cream and specialty foods. Sarah is a business owner on Main St. that falls under one of those categories which made her concerned and raised the question of duplicity with Gerald but she wasn't satisfied with the answer. So Sarah created a letter addressed to the owner of Madgetech for a meeting similar to the meeting held with the exit 9 developer to make sure a complimentary business is created. Sarah also mentioned in the letter the survey that the EDAC completed. Nancy provided copies of the letter for the EDAC to review, Nancy provided some edits to the letter as well. When the letter is finished Charlie will sign the letter.

17. Planning Document

Charlie said at some point he would like to revisit the Planning Document (goals and objectives) and update it. Nancy feels the document will be useful when going to the Budget Committee.

18. Membership

Charlie said he is going to ask Graham Pellettieri to be a part of the EDAC because of his technical expertise.

19. Story Walk

Nancy said the Story Walk should be advertised. It's a book by True Kelly (local author) that starts at the Pillsbury Free Library down to the trail where there is multiple stops to read the book. Emma thinks it has been sponsored by other local authors as well.

20. Adjournment

Meeting adjourned at about 8:15 pm.

Recorder of the minutes: Mary Whalen