

**ECONOMIC DEVELOPMENT**

**ROUNDTABLE**

**FORUM**

**TUESDAY, OCTOBER 23, 2007**

**7:00 PM**

Economic Development Forum  
Jeff Taylor

Staff Present: Chief Klauber, Chief Garone, and CFO Frank Childs

Present at Roundtable: Bulkley, Coyle, Carney, Fairbanks, Metts, Chirichiello, Ferrante

Garry Stenhouse- Derry Town Administrator

George Sioras- Derry Director of Planning

JL Sweeney-Derry Housing & Redevelopment Authority

Lora Scott – Rockingham Economic Development Planner

Scott Kingsley-Past President Derry Chamber of Commerce

Ralph Valentine- Derry/Londonderry Chamber of Commerce

Brad Alderfer – Economic Development Council,

Joel Olbricht- President of the DEDC

George Bald - NH Dept of Resources & Economic Development.

George Bald gave opening remarks on the importance of attitude about the community, patience in obtaining economic development and creating relationships. There is a need to create a positive attitude in the community. There needs to be each entity working together for the better of Derry without personal conflicts.

Jeff Taylor suggested that there be three meetings to the approach: 1<sup>st</sup> a "General Vision for Derry", 2<sup>nd</sup> Create a "Vision Statement" and decide which entity would be the best fit for the need, 3<sup>rd</sup> to discuss the tasks and goals for the work plan.

All were asked to list 2 to 3 primary objectives.

Primary Objectives list: Maximize use of infrastructure (i.e. water & sewer) re-Zoning, encourage and support existing businesses, work to fill existing vacant business buildings, look for quality businesses in the commercial and industrial areas, find Derry's own niche, assist with sub financing, make permitting easier, better marketing, utilize the downtown as a welcome to business, educate business owners, revive the "Main St" program as a source of information, create a call program for businesses, use Derry's uniqueness and strengths (Parkland, Pinkerton). Exit 4; work with Londonderry to create a brighter gateway for both towns. There has to be a vision everyone buys into and coordination of the players and resources.

All were asked to list 2 things they liked about Derry.

Quality of life, Pinkerton, people friendly, landscape, sense of community, opportunities, Beaver Lake, Derry's History, citizenship and participation, Recreation's support system, culture (i.e. Robert Frost, Alan Shepard, East Derry Village), mom & pop businesses, Character of the Town, expertise of medical and facilities, safe environment to raise a family, quality of education, active farmland.

Next meeting November 6, 2007 to discuss process – who is going to do what and exactly what needs to be done, affirm vision general needs.

**Audience Participation:**

Steve Falconer, Buttonwood Dr – Rte 111 bypass to Exit 5 need to be alert to these expansions and proactive for possibilities of business.

Joe DiChario – Networking needs to be done. People who travel out of state to work ask them to about companies have satellite offices here.

Doug Newell, English Range Rd – Derry has an educated workforce; we need to let companies know.

Next meeting invite, Pinkerton and Parkland to forum.

Transcription: Denise Neale, Town Clerk

## **Goals for an Economic Development Program Derry, New Hampshire**

**October 23, 2007**

### **An Economic Development Program for Derry Should:**

Maximize the use of existing infrastructure, especially water and sewer, by extending it to sites that could be more fully developed;

Encourage businesses that are currently in Derry to grow, thrive, and see this community as their long-term home;

Insure that the current zoning is written to accommodate business growth, and to encourage upgrades to higher and more valuable uses where appropriate;

In general, continue to support a development review process that is business-friendly, and which is responsive to the community and the business with respect to timely review and permitting;

Seek to fill vacant and/or under-utilized commercial land;

Improve the quality of life in the community: Retain the emphasis on open space protection and a quality education;

Take advantage of some of our strong niche market elements: Parkland Hospital and the related medical community;

Continue to emphasize the improvement of our downtown business district, including fostering the creation of multi-story buildings that go from retail (ground floor), to commercial (second floor), to residential condos (upper levels);

Promote the good things that are already here that distinguish the community: Parkland Hospital, Adams Opera House, and Pinkerton Academy;

Focus discussion about redevelopment in/around Exit 3 on Interstate 93 as well as in other locations and around existing/future exits;

Create a marketing program that focuses on Quality of Life, Education System, Volunteerism, Athletics, Small Town Nature, all combined with ready access to Manchester/Boston Regional Airport and Interstate 93;

Cooperate with State and Regional Economic Development Partners.

### **Summary Statement:**

Derry has the basis for a strong economic development program! It is well positioned with respect to important transportation infrastructure in Interstate 93 and the Airport. It has a business-friendly development attitude. It has a high quality of life. It is a pleasant, friendly community. It has a number of unique assets to offer to visitors, new comers, and long term residents alike: Parkland Hospital, an attractive Downtown, and Pinkerton Academy, to mention a few.

That said, there is a sense that Derry has not captured the full value of these assets. Derry needs a marketing and branding program to better promote its assets. It has the opportunity to continue to increase its responsiveness to local businesses. It has capacity in its sewer and water systems, and should extend those to outlying areas to assist businesses and properties there in redevelopment. It needs to continue working in its downtown area. It has the opportunity to undertake better outreach programs to local businesses through a visitation program, and to businesses outside of the community by engaging its commuter workforce as ambassadors on Derry's behalf.

In order to undertake a continued, aggressive economic development program, there is plenty of work for all, and too much for any single group. All who are interested in economic development in Derry will have an opportunity to play a role. We just need to keep it coordinated and transparent for the user.

### **Derry's Assets – A Quick Exercise to Note those things that are Special about Derry**

Pinkerton Academy (multiple endorsements!)

Downtown Character (likewise! Scale, Design, Opportunities Available)

Parkland Hospital and the entire Medical Community

#### **People**

They are friendly

They volunteer

They create a sense of community that feels like a small town, not 30,000+ people

Landscape/Open Space/Beaver Lake/J+F Farms

#### **Access**

Seacoast

White Mountains

Boston

Via Airport, anywhere

## History

Robert Frost  
Alan Shepherd  
Scots-Irish Heritage

## Culture

Opera House  
Stockbridge Theater  
Frost House  
Architecture of East Derry  
Clam Haven!!!

**Where to Next? Tuesday, November 6: A Discussion of Who is Best Positioned to Do  
What for the Town of Derry?**