

**ECONOMIC DEVELOPMENT**

**ROUNDTABLE**

**FORUM**

**SESSION II**

**TUESDAY, NOVEMBER 6, 2007**

**7:00 PM**

**DERRY MUNICIPAL CENTER**

Economic Development Forum  
Jeff Taylor

Staff Present: CFO Frank Childs

Present at Roundtable

Councilors: Bulkley, Coyle, Carney, Fairbanks, Metts, Chirichiello, Ferrante  
Garry Stenhouse- Derry Town Administrator  
George Sioris- Derry Director of Planning  
Scott Kingsley- Derry Chamber of Commerce  
Ralph Valentine- Derry/Londonderry Chamber of Commerce  
Joel Olbright- President of the DEDC  
Barry Calhoun - DEDC  
Marie Cappello -Rockingham Economic Development Corp  
Mary Anderson - Pinkerton Academy

Absent: JL Sweeney - DHA, Brad Alderfer- Economic Development Council, and Ann Jameson - Parkland Medical Center.

Jeff Taylor reviewed the Summary Statement that was created at the October 23<sup>rd</sup> meeting.

This session will be to discuss organization roles to find the strengths of each organization and drawn on these strengths.

Everyone was given an exercise on listing the Strengths and Concerns of each individual organization with respect to Economic Development.

Derry Town Council

Strengths: Set overall tone, budget financing, adoption of new Zoning changes, engage Public/Media, Speak with all boards, Speak to new businesses on policy "Welcome to Derry" and get feedback from residents. Council has dedication to furthering Economic Development and putting it on a fast track; Council can be "Bully Pulpit", Work with Planning Board to develop other Commercial and Industrial areas in town. Council should be Conveners and planners of the Economic Development plan.

Weakness: cannot limit specific businesses from plan, Elections every two years causes opportunities and challenges, time limitations, Council has difference of opinion on variety of Economic Development, cost of utility services to new areas, burden on taxpayers, budget cap restraints, difficult to view short/long term results, conveying expectations.  
Marie Cappello addressed the Council with the idea that they had a fiduciary and policy responsibility to the town. They should set the parameters, tone and goals and give ideas to other entities. She believes that Council needs to "build up from the bottom grass roots".

Town of Derry Staff

Strengths: Staff knowledge, institutional knowledge, technical knowledge (GIS), Senior Staff could be ambassadors, financial expertise (TIF dist.). Good regulatory process and permitting process and strong interdepartmental relationships, knowledge of parcels and land zoning.

Concerns: Staff wearing too many hats, lack of economic development strategy, short staff, need clear policy and direction for staff.

### Derry Chamber of Commerce

Strengths: Have the ability to reach out to 275 business, marketing, networking. Can be "Eyes and Ears" of the business community through networking.

Concerns: not being utilized by business & government has greater resources. Small budget.

### Local Business

Strengths: Local community banking, knowledge of business community financing. Financial expertise. Commercial Real Estate Broker, assistance on a committee with zoning, land use and infrastructure issues for businesses.

Concern: perception for the conflict of interest.

### Pinkerton

Strengths: can assist in the area with long history, traditions and stability it brings to the community. Have a large alumni mailing list.

### Derry House & Redevelopment Authority

Strengths: can be an advocate for workforce. Planning of development projects. Having access to resources Council doesn't. Borrowing authority, housing stock available for employment.

Concerns: limited reserves & staffing

### DEDC

Strengths: Attitude, strategic and consulting audiences with private companies and their needs, a board of diverse member. DEDC website resource. Project specific activities. Have a Director who "loves Derry".

Concerns: Long term budgeting and staffing issues. There is uncertain support from the Town Council. Difficulty in getting into a community planning process based on Derry's tax base.

### REDC

Strengths: Have regional revolving loan fund, extensive training on loan funds, credit resources, and referrals for businesses. Has great info for businesses and ability to subordinate.

Concerns: small staff. Not always the financial answer for businesses.

The second exercise was to look at potential economic development tasks, whom should be involved in these as lead and support or assist.

### Derry Town Council

Support: marketing community, media, review of regulations with other boards, acquiring and redeveloping properties, DHA creating workforce housing and grants. REDC revolving loan funds, regulating development.

Lead: policy, coordinating with state agencies, bonding & borrowing, staffing an Economic Development Director as coordinator.

### Derry Town Staff

Support: Planning board /planning changes. Apply for CBG's. Staff supporting regulating development, acquiring property for recommendations, seeking grants in conjunction with others, managing grants and meeting prospects.

Lead: Planning board and joint planning ventures. Staff should lead to help walk them through the process of building and relocating to Derry.

### Derry Chamber of Commerce

Support: Education through networking.

Lead: Meeting with prospects and marketing community. Managing events and promotion, training.

### DHA

Support – borrowing by DHA

Lead – creating workforce housing

### DEDC

Support: All entities

Lead: finding prospects, constructing buildings and leasing buildings. Determining needs.

### Business

Support: work with companies and business for workforce housing & review regulations, Training of new staff, support with events and promotions.

Lead: bonding and borrowing. Marketing the community

### REDC

Support: with Grants, meeting with prospects, training resource @ state level

Lead: Lending: revolving loan. Lead and support on grants

Next session November 27, 2007 will work on achieving clarity for Marketing and Meeting prospects.

### Review:

1. Look at yellow box and add to it
2. Marketing town with consistent message, which does pamphlets, gets quotes.
3. Process for meeting, managing handle holding prospects.

Best position for their business or a venue.

Transcription Clerk/Denise Neale

**Creating an Economic Development Program  
Derry, New Hampshire  
November 6, 2007**

**The Organizations**

Think about the various organizations available to assist with economic development in Derry.  
Think particularly about your organization. What do you see as the strengths and weaknesses of  
your organization, WITH RESPECT TO ECONOMIC DEVELOPMENT?

**Derry Town Council**

**Strengths**

**Concerns**

**Town of Derry Staff**

**Strengths**

**Concerns**

**Derry Chamber of Commerce**

**Strengths**

**Concerns**

**Derry Housing & Redevelopment Authority**

**Strengths**

**Concerns**

**Derry Economic Development Corporation**

**Strengths**

**Concerns**

**Local Businesses/Institutions (Parkland, Pinkerton, etc.)**

**Strengths**

**Concerns**

**Rockingham Economic Development Corporation**

**Strengths**

**Concerns**

### The Tasks

Looking at the array of potential economic development tasks at the right,  
who should be involved in these? Who should lead? Who should support and assist?

#### Derry Town Council

Support

Lead

#### Derry Town Staff

Support

Lead

#### Derry Chamber of Commerce

Support

Lead

#### Derry Housing & Redevelopment Authority

Support

Lead

#### Derry Economic Development Corporation

Support

Lead

#### Local Businesses/Institutions (Parkland, Pinkerton, etc.)

Support

Lead

#### Rockingham Economic Development Corporation

Support

Lead

For \$64,000: Who/How is this Effort Coordinated?

Meeting Prospects

Marketing Community

Business Visitation Program

Lending Money/RLF

Constructing Buildings

Leasing/selling Buildings

Acquire/Redevelop Property

Coord. w/Region and State

Training (Coord./Provide)  
For Business Owners  
For Workers

Managing Events/Promotions

Creating Workforce Housing

Bonding/Borrowing

Seeking Grants

Managing Grants

Regulating Development

Reviewing Regulations

Other?

Other??

Other???