

ECONOMIC DEVELOPMENT

ROUNDTABLE

FORUM

SESSION III

TUESDAY, NOVEMBER 27, 2007

7:00 PM

DERRY MUNICIPAL CENTER

Economic Development Forum
Jeff Taylor

Staff Present: CFO Frank Childs

Present at Roundtable

Councilors: Bulkley, Carney, Metts, Chirichiello, Ferrante, Coyle
(Fairbanks and Chirichiello absent)

Garry Stenhouse- Derry Town Administrator

George Sioris- Derry Director of Planning

John Obrey- Derry/Londonderry Chamber of Commerce

Ralph Valentine- Derry/Londonderry Chamber of Commerce

Joel Olbright- President of the DEDC

Barry Calhoun - DEDC

Lora Scott -Rockingham Economic Development Corp

Mary Anderson - Pinkerton Academy

JL Sweeney- Derry Housing & Redevelopment Authority

Absent: Ann Jameson - Parkland Medical Center.

First session worked on Goals

Second on strengths

This session will be to create the framework, identify potential roles, activities, and areas of support and tasks.

Marketing Plan

- Should be led by the Economic Development Coordinator for the Town of Derry
- Some of the things that can be contained in the Plan:

1. What is the message
2. Who is the audience to attract (kinds of media, printed ads)
3. What is the budget?

Other plans needed: Communication plan and private sources of information

Coordinating organization: all entities meeting monthly for a discussion on activities and sharing, prospect information taking place in each organization. (TA, Planner, DHA, Chamber, DEDC, REDC)

Structured progress reports to get a view of where progress has occurred.

Immediate reaction requests for information

Tasks for Next Six Months

Derry Town Council

Policy, appropriating funds, review regulations with committees and boards, and be aware and proactive in Statewide issues. **Work with Economic Development Coordinator, policy, staff and levels of funding**

Town Staff

Coordinating the **Marketing Plan, Regulations, seek grants, meeting prospects.**

Chamber of Commerce

Meeting prospects, some marketing, **business visitation program, events and training.**

Institutions

Pinkerton Academy: Training facility, **Public Relations brochure, Alumni Newsletter**
Parkland Medical Center:

Housing and Redevelopment

Assisting with grants, Redevelopment acquisitions, and regulations.

DEDC

Meeting prospects, "who to call on" for information, and **Real Estate for businesses.**

REDC

Coordinate Regional/State entities, **training, and funding.**

Discussed water and sewer extensions, lack of large parcels for business, and resources to get these in place. Follow "Ash St" plan. Derry's Membership in the Metro Regional Alliance, which includes 11 other towns.

Ralph Valentine spoke regarding use for a property listing and the uses this could have can rework zoning issue later.

Need working relationship with entities. Coordinating informal meeting before Christmas.

Public Input

Al Dimmock, High St - asked questions regarding the new Economic Development Coordinator, DEDC and Community Development Directors position.

Dave Nelson, Old Chester Rd - how will we gage when goals are achieved, specific vision and targeted classes? (TA Stenhouse will get Mr. Nelson the minutes from the two other workshops for him to review and post the workshop minutes to the website.)

Transcription Clerk/Denise Neale

Meeting Notes
Derry Economic Development Groups
November 27, 2007

Question 1: Who should be primarily responsible for developing a marketing plan for Derry?

Agreed: This should be under the purview of the soon to be hired Economic Development Coordinator.

Also: Funding will need to be provided by the Town Council.
The marketing plan should be part of a broader communication plan.
There needs to be an overall effort by all parties to promote success through their various newsletters, communications, etc.

Question 2: How should prospect information be shared amongst various ED players?

Agreed: Prospect information should be shared amongst players!
This should occur through a series of formal and informal conversations.

Also: The formal sessions should occur at regularly scheduled meetings.
These meetings will be under the general purview of the soon to be hired Economic Development Coordinator.
In the interest of time, the Town Manager will convene the first one, to be scheduled before Christmas.
These sessions are seen as a step toward increasing trust and cooperation amongst all of the ED players.

Question 3: What do you see as the priority Economic Development actions that your organization will take in the next 6 to 12 months?

Town Council

Priorities

- Setting and Defining an Economic Development Policy
- Appropriating sufficient Funds to support that policy
- Working with Town Staff

As Necessary/Time Permits

- Discussing potential Land Acquisition(s)
- Instituting a staff review of Development Regulations
- Reviewing prospective ED legislation by the State and Feds

Town Staff

Priorities

- Developing a coordinated Marketing Plan
- Reviewing Development Regulations
- Coordinating the interaction of all ED stakeholders

As Necessary/Time Permits

- Meeting Prospects
- Seeking grants to support ED
- Participating in Regional ED discussions

Derry Chamber of Commerce

Priorities

- Evaluating how best to implement a Visitation Program
(some elements might be electronic, e-visits, etc.)
- Developing and managing Events
- Developing/providing Training for business owners

As Necessary/Time Permits

- Assist with marketing
- Meeting with prospects

Major Employers/Institutions

Priorities (Pinkerton Academy)

- Communicating ED message at Field House and Theater
- Communicating ED message via Alumni Newsletter
- Promoting the availability of training
opportunities/facilities for businesses

Also (Parkland Hospital)

- Town staff to meet with hospital to convey message
- Look for opportunities to assist, and be assisted by, hospital

Derry Housing and Redevelopment Authority

Priorities

- Property acquisition and redevelopment
- Seeking grants
- Assisting with Regulation Review

As Necessary/Time Permits

- Support work of other ED partners

Derry Economic Development Corporation

Priorities

Meeting with Prospects
Leasing/Selling/Redeveloping Buildings and Land
Envisioning/Knowing "What could be"

As Necessary/Time Permits

Business visitation
Managing Town RLF
Coordinating with REDC, and others
Apply for Grants

Rockingham Economic Development Corporation

Priorities

Manage RLF (\$5 M value, \$1M available)
Provide training re: available funding
Coordinate between local, regional, State entities

Also

Support others as necessary/appropriate

Question 4: What Topics for the First ED Partners Meeting?

We need land for Economic Development. Who will work to calculate the potential for a return on investment for extending utilities along Route 28 South?

We have a model of successful redevelopment in the Ash Street area. Who will partner to brainstorm on how to redevelop the 35,000 SF property at 23 Crystal Avenue, the former Merrimack Valley Wood Products facility?