

**Staff Present:** Gary Stenhouse and George Sioras

**Present:** Chairman Metts, Councilors: Coyle, Chirichiello, Fairbanks, Wetherbee, Benson and Carney

**Delegation Present:** Senator Letourneau, Representatives: Beverly Ferrante, Gina Hutchinson, Bob Fesh, John Gleason, Phyllis Katsakorias, Pat Dowling, and Jim Rausch

**Speakers:** Stuart Arnett and Ray Gagnon- Arnett Development Group

Arnett Development Group gave information on their backgrounds. Mr. Arnett reviewed the agenda for the group. This workshop was in regards to forming an open communication between Councilors and Legislators to find common ground for goals in communication that would assist in the marketing of the Town of Derry.

### Communication for a Competitive Advantage

#### Goals:

- a. Find 3 specific Actions Steps for Town Council and Legislators.
- b. External communication strategies
- c. Internal communication strategies

Why is Communication and economic development important now?

- I. Need to create jobs
- II. Taxes and tax rate
- III. Derry vs. competition

There was discussion on the above and opinions' regarding the tax rate and what is needed to bring business to Derry.

Update on Derry Economic Development Initiatives

- a. TIF district Rte 28 – Rte 93 expansion & Exit 4A
- b. Downtown development – Derry is one of the few towns that still has a Downtown
- c. Others
- d. Communication & Marketing Plan

#### Discussion

Local government has to agree to start by sharing information: where to obtain information?

1. Weekly update from NHMA
2. Legislators would be assisted by Council members testifying in regards to House Bills that would affect town.
3. Planning group "newsletter"
4. Need to define what everyone wants to have happen – not everyone is on the same page. There is a disproportion tax base reliance between business & residence.

5. Move beyond local council level and have something happen at State level. Advocate as a group. We tend to sell ourselves short. More promotion of Derry's assets a part of Marketing Plan. (I.e. hospital, 55+ communities, Schools, lakes, recreation programs.)
6. Need to retain residents, expand tax base, and communicate. Do a comparative analysis of Derry vs. other towns. A draw to Derry is the link between business and residential.
7. Be perceived as being business friendly. (i.e. Town Staff, Fire, PD, EMT's) We have libraries with computers for use
8. Maintain a consistent presence in the Municipal Association

#### Tasks at Hand

1. Email system – Town Council & Legislature. Create an email thread group to summarize Legislative alerts to Town Council.
2. Point of Contact – funnel material through town offices
3. Develop proactive vs. reactive items before they are acted upon.
4. Notify Legislators when Town Officials are testifying.
5. Use locals for testimony: gain exposure.

#### Discussion on House Bills and School Funding

Loss of \$7M in school funding could result in a \$4.00 tax rate hike.

Senator Letourneau and some of the Delegates have filed HB and SB in reference to the loss of school funding.

Ken Gould filed HB1677 to be heard on 1/21/10 2 2pm.

It was agreed that these two groups should meet again and not defray from keeping each other updated and work together.

Adjourned 8:05 p.m.

Recording by: Denise Neale, Town Clerk

Reviewed by: Stuart Arnett, Arnett Development Group

# Agenda

- Welcome:
- Rick Metts – Council Chair and Introductions
- Meeting Focus: Communications for A Competitive Advantage
- Strategic Thoughts
- Dialogue and 3 Action Steps
- Close



# Communications for A Competitive Advantage

ADG –

ADG

DERRY MISSION

- TIF
- DOWNTOWN
- COMMUNICATION IS A TOOL...

**JOBS - TAX BASE - QUALITY OF LIFE**

1. Three Council/Legislator Communication Action Steps
2. External Communication Strategies
3. Internal Communication Strategies

# STRATEGY

- Competition – [caveat]
  - OVER EXTENDED
    - Volunteers
    - Busy People
  - Education Funding Formula = Derry loses 7m
- Senator Letourneau & some reps have filed legislation to address problem for Derry .. Represents the loss of 1 school or tax hike of 4\$. Legislation to extend time frame (keep collar on) ... 3 pertinent bills 2 Senate 1 house – HB 1677 Rep Gould – Jan 21 hearing in rm 210.. Selling point is save 60 m for the state – but

Derry will lose...



# DIALOGUE

1. Agreement by local govt w/legislators following. E.g. widening of I-93 [key to growth]
2. NHMA weekly update – assistance by council members in testifying
3. Planning Group “newsletter”
4. Need to define what we want to have happen – not everyone on the same page – disproportionate between business & residences
5. Move beyond local/council level & have something happen at the state level.

# Dialogue

- Advocate as a group
- Sell ourselves short – more promo of Derry Assets, as part of the marketing plan
  - Hospital,
  - School System – excellence & 3<sup>rd</sup> largest
  - Lake in town
  - Recreation Programs
  - 4<sup>th</sup> largest populated community
  - Location Boston, Ocean, Mountains
- Retain residents [after graduation]
- Expand tax base –
- Communicate -



# Dialogue - Brainstorming

- Comparative analysis – DERRY Wins w/residential population,
- Draw to Derry – link between business relocation & residential,
- Be perceived as being business friendly
- Town staff – PD – FD – EMT'S
- Town library info
- Web sites – State & Local
- Legis notification
- Submit legis



# ACTION STEPS

1. Email Thread to group (summarized) Legislator alert to Council & Csl to Legislators
2. Point of Contact – funnel material through town offices, one Csl and legislative PoFC
3. Develop Pro-Active vs. reactive dialogue before Oct deadline, annually
4. Notify delegation when town official is testifying – seek their support and/or attendance
5. Use locals for testimony: gain exposure