



A Bicentennial Community  
1798 - 1998

## Town of Farmington *Economic Development*

356 Main Street  
Farmington, NH 03835  
Phone: (603) 755-2208 • Fax: (603) 755-9934

### Farmington Economic Development Committee April 8, 2014, 6:00 PM Municipal Building, 365 Main Street, Farmington

Present: Gail Young-Chair, Joan Funk, Brian St. Onge -Selectmen's Rep., Jodi Connolly, Elaine Aylard, Denise Roy-Palmer & Ann Titus

Called to order: Gail at 6:01 PM

- 1. Pledge**
- 2. Review of minutes:** Gail moved to accept, Ann seconded. Denise stated the program is called the Business Retention and Expansion Program and eliminate #1 & #2. Minutes accepted as amended. Elaine and Joan abstained.
- 3. Town Website/EDC Page Update:** Denise and Joan provided an overview of the meeting with Megan and Kathy about updating the ED portion of the Town's website to provide important information and making easily accessible. Another meeting will be scheduled.
- 4. Electrician Tom DeJulio to discuss Christmas Decorations:** Tom is with DeJulio Electric and President of Christmas Lights. Tom provided some background on the lighting committee and light system. Reported on positive effects of the Christmas lighting downtown. Channel 9 news in December has a Christmas light segments. The Channel 9 news truck was in town last week and he talked with the person and they will be back this year to do a segment on the downtown lighting, tree, etc. Back when Business Association existed they did all of this. They also had Trees (brought sample) which hung from poles and some still have brackets. Each tree still has chains to hook to brackets. The businesses always paid for lights & decorations in the past. He talked about having an arts and crafts fair to help pay for the lights, tree and trees (on poles). He felt this could be a benefit and would increase foot traffic. He is asking the EDC to have the brackets put up. Gail said typically the light came out of the EDC budget. This year it will not take it from the EDC budget but it will find the funds to pay for it. He said PSNH has not changed their guidelines because you see decorations on poles in many communities. He believes we are approaching 100 years of having Christmas lighting, etc. downtown. Joan said that in prior years the money came out of the EDC funds because they were not expended. The Rec. Department has been charged with raising the funds for fireworks. Concerns were expressed about having the time it would take to do the arts & crafts fair. Gail talked about finding out how much it would cost to hang these and bring to the BOS. Brian feels this would bring business into town, but doesn't think the EDC needs to organize fair. Elaine asked if BOS could establish a fund for event proceeds to support holiday décor. Rec. Dept. could do that. Various

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funds could be raised from various events. There's a one day fair this weekend. Call Kathy King about having a table there to provide information. Other ideas were discussed for raising revenue. Could he approach BOS for additional funds? Gail suggests he get a cost estimate and have Channel 9 do a story about doing fundraising for it. Each tree could be sponsored by a business. Cost involved would only be the brackets. Trees come in other colors than green. Tom wants someone to help select the brackets. Gail will email Keith. Tom maintains the holiday lights now. American Legion has the flags that are installed when the lights are taken down. He is going to talk with others about it. Question is basically what is it going to cost for brackets? Could be \$25 or \$30 each. Ann talked about promoting a small town Christmas. Tom talked about the sled. One section is in the library and the other 2 sections are at the Milton Farm Museum. Would be nice to have rides given on it at Christmas. Possible source funds to raise funds. Next BOS meeting is the 14<sup>th</sup>.

5. **New Business:**

- a. Business of the Month: Ann has had some discussion about businesses on Route 11 contacting the Rochester Chamber for ribbons cutting. She would like to encourage businesses to contacting her as well. She wants businesses to send her a write up for Puddledock Press which will be a Business of the Month. Joan would like the committee to be involved in the process rather than only one person handling it. Brian asked whose it is. If it's the FEDC's then we should see it before it is printed. So it is a Puddledock Press feature article that she is helping facilitate. Brian suggested Business Spotlight vs. Business of the Month. Ann said Puddledock Press is providing the space and this is something she is taking on as an way to promote businesses in Town.
- b. New Chair / Vice Chair: Gail does not have the time. Brian moved to nominate Ann and Gail seconded. Ann declined. Gail wants input for agenda items. Brian withdrew his nominations. Jodi nominated Gail as Chair. Joan seconded. All were in favor. Elaine nominated Ann as Vice Chair and Brian seconded. All were in favor.
- c. EDC vacancies: Discussed what openings are available and ideas to recruit new members. By-laws state not less than 7 and no more than 11 members.
- d. Craft Fair: Discussed events.

6. **Old Business:**

- a. Sale of Town Acquired Properties: Gail read memo dated 3/17 from Keith regarding auction for town acquired properties being auctioned by St. Jean Auctioneers. There's a 5 week period for marketing etc., before the auction date. It will be an absolute action.
- b. Commercial Real Estate Broker for parcels in Sarah Greenfield. Gail will ask for clarification regarding the status.

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- c. Sarah Greenfield Sign: Design and costs needs to be obtained, approved by committee, and recommended to the BOS for approval. It will need to go out to bid. It will include granite post and the same size. Should include "Economic Revitalization Zone". Gail will follow up.
  - d. UNH Cooperative Extension – Business Retention & Expansion program – discussed the benefits of the program as well as the commitment of volunteer time to work on it. Andre is available to make a presentation if the committee wants.
  - e. Rochester Chamber's May 1<sup>st</sup> event: Jodi and/or Gail will forward to EDC.
7. **Next meeting**: May 13<sup>th</sup> agenda items are Sarah Greenfield sign, Commercial Real Estate broker, Christmas Trees.
8. **Adjourned**: Motion to adjourn and seconded by Ann. All in favor.

Respectfully submitted,

Denise Roy-Palmer, EDC member

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