

**TOWN OF FARMINGTON
JOINT MEETING
ECONOMIC DEVELOPMENT COMMITTEE &
DOWNTOWN AND BUSINESS COMMITTEE
Tuesday, June 12, 2012
356 Main Street, Farmington, NH**

Members Present: Ann Titus, Gail Ellis, Kathy King (arrived at 6:49pm) and Sheila Walter

Members Absent: Sharon McKenney and JoAnn Doke

Selectmen's Representative: Jim Horgan and Joan Funk

Town Staff Present: Director of Planning Kathy Menici

Public Present: Barry Elliot, Denise Roy Palmer and Michelle Mears

At 6:30pm Chairman Gail Ellis called the meeting to order.

1. Discussion with Denise Roy Palmer from Wedco:

Ms. Palmer explained that Wedco services Farmington and the surrounding communities by offering workshops, assisting businesses with loan funding and grants and assisting communities with economic development. Kathy M. explained that she would like to work on a Community Development Block Grant for Downtown Revitalization with a revolving loan program and Ms. Palmer explained that the town would not want to be a lending source but Wedco could certainly oversee a project like that. Barry asked what Wedco can do for this committee and Joan stated she thinks it would be a great idea to make a video of what resources Wedco has so it could be broadcasted on channel 26.

Kathy M. stated her secretary is attending a workshop series Wedco is holding now on social networking for businesses and asked if Wedco would be willing to do a series like that in Farmington. Ms. Palmer said Wedco would like to offer the series again in the fall and would be open to holding it here in Farmington but would need a space and internet access. Ms. Palmer will create a press release on Wedco and what they have to offer and forward it to Kathy M. so it can be published in the newspaper. Ms. Palmer also offered to be a committee member and the members agreed this would be wonderful.

2. Discussion with Strafford Regional Planning Commission and Michelle Mears:

Michelle M. explained what SRPC does and that they were happy to receive the town's two grant applications and noted they were two of three received. Michelle explained the process SRPC has been going through over the last few years to create a regional master plan. They are soliciting for new members and welcome anyone to attend their meetings which are held every other month in Rochester. The dates of the meetings are posted on their website. Gail asked if Kathy M. would be able to attend these meetings and Kathy M. replied that she wouldn't mind going but the Selectmen would have to agree that she could go.

3. Review of Minutes:

Ann Titus motioned to accept the minutes of May 8, 2012 as amended, 2nd Jim Horgan. Motion carried with all in favor.

4. Discussion on Adopt A Spot:

Gail explained that Rick Conway forwarded her a copy of Dover's adopt a spot paperwork and asked the committee to look at it and see what they would think would be appropriate for the town to use. The committee will work to put together a binder with all the adopt a spot information in it.

5. Updates on Hay Day:

Jim stated that right now there are six businesses signed up for the business expo. Kathy K. asked if the members want to contact the businesses in town to rev up some additional interest and it was agreed that Kathy K and Ann will do just that.

6. Other Business:

A. The members discussed the possibilities of holding the fall workshop for Wedco and where it could be held; the upstairs of the Municipal building or the Rec. Joan recommended the Selectmen's Chambers too.

B. Kathy M. further explained the Slums and Blight Grant program that Fryeburg participated in. She feels Farmington should be eligible for such a program and reminded the members that Ms. Palmer said she would do some research on the program. She then stated that she feels the town could do some ground work to revitalize the downtown area by purchasing planters and plants to beautify the area and create a sense of pride in the community.

C. Kathy gave the members copies of the town's economic development section of the master plan because it has some great ideas to utilize. Joan stated that it would be good to contact the owners of the vacant spots downtown to have them dress up their windows so it does not look so vacant. Kathy M. stated that North Conway had the schools

participate in their vacant windows by providing artwork to fill the windows. Kathy M. suggested a formal written outreach to the vacant store owners to see if they would be willing to participate. Barry suggested the town look into “Constant Contact” as a marketing tool.

D. Gail shared the grey Farmington marketing folder that was created in 2007 that Joan found a copy of. She will get a copy for the members. Gail then asked if the Sarah Greenfield Park lots are being advertised and Kathy M. replied no. It was then discussed that the Selectmen have decided not to advertise the lots and have not set a price for them either.

At 8:40pm, Ann Titus motioned to adjourn, 2nd Kathy King. Motion carried with all in favor.

Respectfully Submitted,

Brandy Sanger
Recording Secretary