

**TOWN OF HOOKSETT  
ECONOMIC DEVELOPMENT COMMITTEE  
Meeting Minutes  
Tuesday, October 29, 2013**

**Note:** Due to the lack of quorum, this will not be an official meeting. No votes will be made.

**Present:** David Scarpetti, William King (Chair), Matt Mercier, Carolyn Cronin (Assistant Town Planner), Jo Ann Duffy (Town Planner) and Dean Shankle (Town Administrator)

**Also Present:** Scott Chalifour (Brand It) and David Campbell (Manchester Sand & Gravel Legal Counsel)

**Discussion**

- The committee will continue to discuss on-going projects, i.e., Bass Pro Shops, Ritchie Bros. Auctioneers, SNHU, etc. and try to get the community involved in these discussions. A suggestion was made to hold a reception for businesses recognizing their efforts and reaching out to businesses.
- The renovation project at the I-93 rest area has broken ground. Northbound rest area should be done by 2015. The liquor store would remain open all through the work.
- Chair W. King attended the CEDS (Comprehensive Economic Development Strategies) Meeting. They came up with a mission statement, preliminary goals and objectives. One of which is to develop a regional brand, develop online information, maintain the region's low cost of living. Information will be sent out on seeking grants.

**Town Planner Update – Jo Ann Duffy**

Planning Board had a meeting on Oct 21<sup>st</sup>. Roger Hawk, Hawk Planning Resources, LLC gave an update re: Neighborhood Heritage District. He is recommending coming up with architectural guidelines rather than changing the zoning ordinance. The residents were not receptive to the idea of changing the ordinance. Planning Board will talk about The Parkway on November 4<sup>th</sup> and a 38-lot subdivision on the border of Bow and Hooksett. The Sign Committee met last night. A public informational meeting is scheduled for November 5<sup>th</sup> at 6 pm. The public is invited as well as a couple of Sign companies to provide input.

**New Business**

**Branding Efforts**

Scott Chalifour, Brand It introduced himself to the committee. Brand It is a full service marketing agency. They assist their customers on marketing their products from web development to signage, billboard, custom jingle, etc. They gather the data, do research, look for pros and cons and come up with a "gameplan". They have worked with US First Robotics, Globe Fire Suits and the Granite Group.

He talked about the different ways to promote the economic advantages of Hooksett. He suggested starting with a message and/or a story and promote that message/story. Create an on-line questionnaire, ask for pros and cons. The Town can come up with a tag line. The funding could be spent on promoting the brand rather than creating the brand. It's important to

know what other towns are doing. The message has to be clear, concise and not confusing. What are the benefits the Town could get from branding?

The committee would have to address what they would like to convey. Come up with a plan and come up with a dollar figure.

D. Shankle stated now is the time to figure out what the committee needs. The Town is in the process of putting together the budget for the next fiscal year.

#### The Parkway (Southern Leg of the Parkway)

David Campbell: The Parkway was created as part of the Head's Pond approval. MS&G owns of the largest site still available north of Boston. They were approached by a developer on a proposed 850,000 SF box. The Parkway runs right in the middle of it. He is on the Planning Board's agenda for their November 4<sup>th</sup> meeting to obtain approval to take The Parkway out of the plan. He would like to ask for Economic Development Committee's recommendation of what's feasible and attainable for the economy of the Town. It should be done with consideration and some thought. The land is shovel-ready. Does the parkway work? Is it economically feasible? If this does not work, the parcel will have to be broken out to smaller parcels and the Town won't be able to get a large box. Does the Town want an economic site? This Parkway probably will never happen because of the economy. He is requesting for the EDC's endorsement.

J. Duffy: I have never been for the parkway because I think it takes traffic away from the Route 3 businesses and they need the business now more than ever. Is there a way a road could be built to bring the trucks over to other side of the river?

D. Campbell explained this is not possible.

The EDC is unable to take action due to the lack of quorum. D. Campbell was asked to come back at the next meeting.

#### Adjournment

The meeting adjourned at 6 pm.

Respectfully submitted by:

Evelyn F. Horn  
Administrative Assistant