

**HOOKSETT ECONOMIC DEVELOPMENT COMMITTEE**

**MEETING MINUTES**

**Tuesday, November 15, 2016**

**5:00 P.M.**

- 1. Call to Order 5:07pm**
- 2. Pledge of allegiance**
- 3. Minute approval from June 21, @ 5:00 P.M. Unable to approve as board chair is not present.**
- 4. Old Business- Business Retention & Expansion Program FINAL REVIEW OF REPORT**

**Attendance: Matt Barrett, Vice Chair Dave Scarpetti, Ivan Gult, Paul Scarpetti, Town Council Rep: Marc Miville, Jim Donovan Staff, Kathy Lawrence (Minute Taker- Administrative Assistant Community Development, Dean Shankle Town Administrator**

**Andre Garron UNH Cooperative Extension Presentation:**

***Results of Business Retention Program:***

***As presented to the board in the packet out lining the results:***

The Town of Hooksett began its Business Retention and Expansion program on March 24, 2015. The Hooksett EDC played a key role in bringing this program to the town with the support from the Hooksett Town Council.

1. A draft on 10/28 was presented to the Planning Board
2. Q: Marc Miville- Are there any changes to the review other than what we have?
3. A: Andre Garron- We held a campus review and the result of strategy meetings of reviewing the survey results that came from 34 surveys. Campus Review environment is that they conduct business, labor, community factors, broadband issues. Open Ended comments gave insight for panel. They play an important role on determining several outcomes that we will cover. The best way to move forward will be to go over the handout. All information is provided.
4. Summary Page-Breakdown
5. Sponsors behind the program
6. Profile of Hooksett and the Graphic. Breakdown of the sectors, all result are in the findings
7. Survey analysis-Overall scope of Hooksett Implementations of the project.

8. Open Ended Question-We have the results and what Hooksett can do to identify, the scribe (The interviewing team), when they wrote the question of the interview notes in the margin (additional information that was written on the survey.)
9. Summary Page: (A rundown of how BRP. How it works) 1 step: Organize (the time it took to form the leadership team and taskforce, business contact information, 117 Business, going thru survey and find what would help the town, recruit 55 volunteers, (25 teams of 2). They did not get that many volunteers. (25 only) 34 surveys returned, 12 red flag issues. Associate what response came from what question. (Issues that the business may be going through and hope that Hooksett could provide immediate help.)
10. 1 Red Flag issue was that they wanted to do business here in town, but they had licensing issues and another unfortunately was going out of business
11. 10 of 12 red flag issues: How to stay/expand within the community, expand. This indicated to Andre that the business surveyed happy to grow and stay in town.

Task: Analogy of task Program started on 3/24/2015, over a year and a half of the surveys. 6/2015 the last survey was received. And now here we are to review of the draft plan.

Review of draft report. Is it normally this long to get results? Common issue that result in long wait times or no response, are time distractions, no interest. Interviews completed with hopefully interest and engaging with a variety of business.

Strategies and projects: Campus review meeting: Community comes to campus to attend strategy sessions. There were 20 attendees (from Hooksett and other invitees.) Campus review took a look at the information. In attendance for assistance with the review and strategy were 2 members from UNH cooperative Extension, Jack Mund, from UNH Planning Commission and Deb Avery, of the Department of Resource. Questions were asked as to what the survey information told them.

A: Strategies and projects were the goal of the effort. (Summary page is as presented in packet.) 3 to 5 projects that will encourage business development in Hooksett

Q: Paul S: Was there going to be a representative to help with the web site?

A; Andre: There are some pretty good examples out there that provide Info that can help. One that comes to mind is Karen Pollard, Economic Developer for the City of Rochester. That is one Web site of a town that is very informative, land identification, there other projects that are going on in the community, Tax rate, Governing Body. It is a site that provides development information to the public.

Q Paul S: When you say land do you mean they have a link that provides information of land that is available in the town? How do they do that? Do they link themselves to a realtor?

A: Andre: It is a variety of things, some will identify vacant parcels and then they receive the okay of the property owner. Sending out letters to all the property owners of the town and asking permission to add their property to the web site is another way to go about it.

Andre: You can contract with Cybor. You would subscribe to their data base for updates with local properties and other towns. Cybor will update the data base. City of Rochester subscribes to Cybor.

David S: He understands that the site is only for listed properties. Do they have other properties that are not listed?

A: Andre: He is not sure about that.

Dean S. would like to update the board about the start of new web site. Hooksett is in the process of getting a new web site as ours is outdated and our updates are very proprietary which hinders us from getting to some of those entries. New site is open source and is more accessible. Also, it comes with a free Economic Development site that we will need to populate. The advantage to that, someone coming to the town for economic development can go right to that site and gain information that comes with the site. We may/hope to roll out the new site in December when training is complete. It may be mid- December and the economic development by January. We can come up with some ideas of what we want to get on line when the site becomes easier to work with. Maybe pictures of what we have been working on.

Q: Paul S: Completed projects that would inform the public of EDC.

A new site called Hippo-. People that are considering relocating to Hooksett can go to site and see that this is a developing town.

Maintain a link on home page they can go to EDC.

Q: David S: Who will be updating this site?

A: Dean S.: The good thing about this site is there is more access to site on a page by page only. So you have access to your own page to update but not the whole site as which is what is important for updating. We need to figure which staff that we can train and update.

Andre-Your site should have separate sites for the different committees. A link from one home page would be easier for the users. Maintenance comes from one site at.

Recommend: Look into expansion Water and sewer improvement. Many businesses said this was important. 3A was an area of questions and comments on survey.

Last: Establish and follow up on business projects. Have an open forum of dialog with local business. Keep in contact with your local business. Get out there and knock on doors and learn more about them. The 34 that did participate are looking to hire about a 100 new employees. Reach out and check with them about their comments on the surveys. Find the component that they are looking for to improve. Visit 2 businesses a month. That is a good goal to set.

Q: David S: It was a struggle to find 34 businesses to respond to surveys. They had gone out and tried to talk with them but business owners are busy and not always interested in getting involved.

Recommendation for follow up: Maybe an Annual business forum to get Business and Town committee Members to the tables to sit and talk about what is going to happen in the next 6 months. Some will start to look for dates of next meetings of interest on these developments and attend those meetings.

Discussion:

Matt B: Bass Pro Shop has a request for sewer on 3A side of the river.

Marc M said town is working on it. Next March they are looking to have Warrant Article for just that. Bass Pro Shops have a Bowling alley and Restaurant that they are unable to build in Hooksett because of no water and sewer.

Last project Strategy - came out of campus review. Recreation activities were a big sentiment from the surveys. More use of the Merrimack River would bring more interest into the community.

Matt B:--4 out of 5 issues have been addressed. Web site, Conservation.

Q: Ivan G: Project #3 Strategy 1 quick follow-up. What did other towns do with their survey information?

A: Andre- Not all goals were that same for all towns. Wolfeboro made a goal to maintain communication with their businesses and maintain ongoing dialog.

Paul S: Not just the web site. Maybe getting the word out in other ways to keep the town informed about the progress and what is going on. Someone can reach out to the Union Leader or Hooksett Banner about the new web site starting up. A community newsletter that informs what is going on.

David S: Get our good news and developments out about Hooksett and not just the bad. EDC-Maybe a newsletter for the public about what is going on and what is being done.

Marc M: We stream live on the web site. We could do seminars live, a monthly presentation may be streamed live or on demand, any news we want to get on it. For community outreach, this is an avenue we have.

Matt B: We should get businesses emails and send out a monthly News Letter. Keep them updated with what is going on.

Paul S: They will start to reach out to us if we communicate more with them.

Matt B: We have to find someone to update the web site, maybe someone from this committee?

Marc M: It would have to come from EDC. The Hooksett staff would be unable to.

Andre G: These are the issues and goals that come from the report. A commencement meeting can create projects and teams to make sure that these projects get follow up and keep moving forward. Hooksett Chamber of Commerce should support it.

Marc M: – Attend Chamber meetings and get the information from these meetings to our business leaders. The WA abuts TIF revenues, the initial presentation.

Jim D: TIF / WA is on agenda for tomorrow, continuation of rather they want the WA and what it is going to say about sewer and water and what it is going to say for 3A corridors.

Marc M: The intention is to have WA for March. Would the business in town mind if a ED discussion was to happen during their get together No serious discussions but chatting about what is going on around town?

Matt B: Perhaps the Chamber should get involved with these EDC meetings. Could we have a joint meeting of all 3 EDC, Chamber of Commerce and Kiwanis? The more residents in the town that know about this TIF district may result in it being more likely that the Warrant Article will pass. The majority of the citizens don't know this is happening. There is no education as to what is happening. There is a very good presentation we would like to get out to them. More exposure to what the TIF is as most in town do not know what it means, may result in more support.

David S: Any more discussion?

None

**Meeting ended at 6:10pm.**

**Respectfully Submitted by,**

**Kathy Lawrence, Administrative Assistant-community Development**