

**Jaffrey Economic Development Council**  
**Draft Minutes 04/20/12**  
**9:00 am Town Office**

Present: Kathy Batchelder, Don MacIsaac, Steve Walker, Bill Schofield, Mike Shea

Guests: Annette Williams, Larry Alvarez, Becky Newton, Cathy Furze.

Staff: Jo Anne Carr

1. Marketing

Representatives from TEAM Jaffrey and the Chamber attended the meeting to open a discussion regarding a marketing plan for the Town. Initial questions arose with respect to what materials and in what format should be made available and importantly how to coordinate the effort. It was agreed that an electronic format of various documents such as a map, “things to do” and links to local resources such as NH Parks and NH Tourism. The goal of this format is to have something which is easily updated, and can be printed out for those who need to pull together a packet for visitors. If there was a “folder” available on each agency website with the content, easily located by a visitor and fairly consistent across agency websites, then updates should be fairly easy.

A priority is a common calendar of activities which is posted across websites. Kathy will follow-up.

Links of interest:

<http://www.visitnh.gov/>

<http://www.nhstateparks.org/explore/state-parks/monadnock-state-park.aspx>

2. Pedestrian Improvements

Three issues were raised with respect to making improvements to pedestrian accessibility through downtown. First is a need to optimize the crossing signals as the cycle skips the pedestrian crossing signal causing a wait of two to three cycles at times. The second priority is continued maintenance of the existing sidewalks, there is funding available through the DT TIFD, and third is to access the Safe Routes to School Grant Program. Jo Anne will look into coordinating the SRTS application process.

4. Status Reports

- a. *Stone Bridge Water Mains*: EDA has approved the grant application, the bid documents will be sent out for peer review and a start up meeting will be scheduled for sometime in May. Thank you letters will be sent out to those businesses who supported the project.
- b. *Elite Laundry*: Sampling and treatment is continuing, work on the redevelopment plan will be the next phase of the project.
- c. *Industrial District Signage*: After a bit of discussion Jo Anne will bring in some samples and a investigate potential vendors for the signage. Also discussed was signage for the Downtown.

4. Other

5. Adjourn

NEXT MEETING: June 27, 2012  
9AM Town Office