

**Economic Development Taskforce  
Meeting Minutes  
March 31, 2009**

**Present: John Farrell, Chair, Rick Brideau, Don Jorgenson, Steve Young, John Vogl, GIS Manager/Planner, Andre Garron, Community Development Director  
Guests: Gary O'Neil, O2-Generation of Creative Energy (Marketing Consultant), Jeff McPherson, SilverTech (Economic Development Website Consultant), Colleen Cowett, SilverTech, Deb Paul, Londonderry Times and April Guilmet, Londonderry Times**

**Meeting open: 7:00 pm**

**J. Farrell opened meeting with a brief overview of the purpose of the taskforce which is to oversee the economic development marketing effort. The taskforce was introduced and the meeting was turned over to Andre Garron.**

**A. Garron presented an overview of the two projects that are being undertaken. The town seeks to update its economic development website. A budget of \$20,000 was set up to accomplish this task. The Community Development Department (CDD) was successful in getting a \$2,330 grant from the Department of Resource and Economic Development to offset a portion of the cost. The remaining will come out of the CDD budget as planned. An RFP for the website work went out September 2008. The Town received five responses. The Town selected SilverTech, Inc. to assist Londonderry in the update of its economic development website.**

**The Town also advertised an RFP for Marketing Services in January 2009. The Town received seven responses to the Marketing RFP. The taskforce selected Gary O'Neil of O2-Generations of Creative Energy to complete the Town's marketing effort. The budget for this task is \$35,000. The Community Economic Development Department was successful in getting a \$10,000 grant from the I-93 Community Technical Assistance Program (CTAP) and \$5,000 from the Rockingham Economic Development Corp. (REDC). The remaining amount of the budget will come out of this year's CDD budget and the Town Manager budget. Both projects meet the goals outlined in the 2008 Economic Development Plan.**

**A. Garron introduced Gary O'Neil, O2-Generations of Creative Energy and Jeff McPherson of SilverTech. Gary O'Neil gave the group an overview of his 35 years of experience in the marketing field. Mr. O'Neil went through several questions designed to solicit information toward developing Londonderry message and brand.**

**Jeff McPherson, SilverTech also gave the group an overview of SilverTech's experience and award winning websites developed over the past several years. SilverTech has worked with Mr. O'Neil in the past and will work into Londonderry's site the outcome of his marketing efforts.**

**The next step will be several meetings with Londonderry residents, businesses and stakeholders. The Taskforce is targeting April 14 at the High School cafeteria for the first meeting with some of the stakeholders.**

**Meeting adjourned at 9:30 pm**

**Respectfully submitted,**

**Andre Garron**

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