

**Economic Development Task Force  
Meeting Minutes  
April 21, 2009**

Present: John Farrell, Chair; Rick Brideau, Planning Board Rep.; André Garron, Community Development Director; Cathy Dirsra, Planning Department Secretary  
Absent: Brian Farmer, Town Council Rep.; Don Jorgensen, Budget Committee Rep.; Ron Campo, School Board Rep.

Guest: Gary O'Neil from O2 Generations Creative Energy

The meeting opened at 7 pm in the Londonderry High School Cafeteria.

- Approval of Minutes 11/10/08, 1/27/09, 2/9/09, 2/17/09 and 3/31/09

J. Farrell said the minutes could not be approved because there wasn't a quorum. He gave an overview of how this task force got started and what the goals are. He said that the guest speaker, Gary O'Neil will talk about how we can sell this town. Farrell said that we need ideas on how we can get revenue for the projects to make Londonderry more marketable.

- Overview of Marketing Project

Gary O'Neil said he will take all the data he collects and formulate a plan. He said that he has worked with many companies that have come to town. O'Neil said he most recently worked with the Manchester Economic Development Team. He talked about the cost of development in New Hampshire vs. Massachusetts. Andre Garron defined the Pettengill Road area for everyone. O'Neil said we want to maintain the character of our town, yet invite businesses at the same time.

- Questions and Listening

Reasons why business would come to Londonderry:

Close to everything

30 minutes from ocean, lakes, city

2 hours from the mountain, ski areas, hiking, etc.

Widening of I93

Historic town with a rural feel and also commercial/retail business

Volunteer and community driven

Low crime, good police, fire and EMT

Senior Center

Water and Sewer capacity

O'Neil said what he is hearing is that more business will attract more people to the town and that the employees of those businesses would either commute or live here. Farrell said that we need a catalyst (i.e. Pettengill Rd) to attract business, but the marketing plan will encompass all areas of the town. O'Neil said that if the permit process is indeed taking 18-24 months for new construction, that would deter businesses. Farrell said a "book of standards" is in process and is due to be completed by the fall.

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What type of business would be a good fit:

- Medical related business
- Assisted living
- Unique business, not chains
- Social business
- Conference Center

What type of business would not be a good fit:

- Bio Drug company
- Resort Casino (good economic idea, bad social idea)

What types of jobs would be a good fit:

- Professional
- Retail (i.e. Cabela's) "no sales tax in NH"
- Steal medical jobs from MA

What makes Londonderry better than other towns:

- Location
- Airport with regularly scheduled flights
- Londonderry is uncomplicated and underdeveloped
- You can live and work here

Slogans?

- Core of New England values
- Heart of NH
- Center of ....

Ideas mentioned:

- Hold a focus group with the younger residents to ask what would keep them here
- Need sustainable energy for businesses

Previous ideas:

- Affordable workforce housing must be addressed
- Master Plan must be understandable
- Airport, highway access and maybe train, makes us a hub
- See Attachment for complete list.

▪ Pettengill Economic Development Model

John Vogl gave a demonstration of the software he can use to show potential businesses where they could place their business, what the building would look like, including a 3D flyover.

These minutes were prepared by Cathy Dirs, Planning Division Secretary.

## LONDONDERRY MEETING

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### VERBATIMS (So far!)

1. We want to maintain the character of our town and invite business at the same time.
2. Londonderry should think big, and act small.
3. Londonderry is at a crossroads...it has to balance business and lifestyle.
4. We want businesses and owners who "fit" our community and understand that we are willing to "talk" but not change too much.
5. Things like "bienvenue" are meaningless...we need to talk to the real people and potential businesses who come here.
6. Londonderry is part of a gestating MetroCenter...is there value to that?
7. If you explore Londonderry, do it on a bicycle...you'll learn more.
8. People in Londonderry are "genuine" and nice.
9. Too bad Maine uses "The way life should be." That's a good one.
10. Good zoning is critical to allow uses on a very tricky piece of land.
11. Maybe the town should buy all this land...and then develop under a master vision.
12. LEED is big! (Leadership in Energy & Environmental Design)
13. Mixed use is more likely than one big campus.
14. Targeting specific companies is nice...let's see what "the market" brings.
15. Being "flexible" is going to be critical.
16. Don't strand businesses out there...allow mixed use.
17. Look at all parcels, and avails also.
18. We are a very child oriented community. People get involved. We like that.
19. Returning to Londonderry after a day on 128/495/Boston is a joy!
20. The older residents want to preserve what was. Ok, if we can meet cost needs as they escalate. If we have to compromise...on what do we compromise? What not?
21. Light industrial/office/support retail seems best bet. "Google East" would be nice too!

22. There is a sense of “belonging” here.
23. We’re NOT looking for new home building.
24. We’ve been able to have a stable tax rate for 8 years or so because of smart use of industry taxes and controlled spending. The next 8 years depends on business growth, and controlled spending too.
25. This is a “safe” community in every way.
26. 70% of us drink well-water!
27. We are in a nice cocoon. It’s very comfortable.
28. A convention center, destination resort is ok to consider.
29. Permits and planning have to be streamlined...it takes a bit too long.
30. Londonderry can live with a “green” identity.
31. Affordable and workforce housing has to be addressed.
32. “Create jobs, increase tax revenue, don’t mess things up.”
33. Need to absorb existing open spaces with this identity as well.
34. Avoid major infrastructure building right now...low hanging fruit is a priority.
35. The Master Plan has to be understandable, and sold to the town in a way that everyone “gets it!”
36. All the Exits and traffic have to be carefully considered as to their ability to accommodate growth.
37. Airport and highway access make this a “HUB” location...even though we are rural.

38. Londonderry looks good...nice architecture.
39. Names that come to mind on a dream sheet: Bass Pro Shop, Hotels, Car Rental, Fitness Center, Theatre.
40. Casino is interesting. Our name is on the land, so it would matter who those people were.
41. People love the "rail" option.
42. There are no real "surprises" with the PR site...there are restrictions though.
43. The airport relationship is "getting better".
44. College, medical, office park, light industrial, support retail lead the categories of what's attractive. (Small businesses).