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2 **Economic Development Task Force**  
3 **Meeting Minutes**  
4 **December 8, 2009**  
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6 Present: John Farrell, Chair; Rick Brideau, Planning Board Rep.; Don Jorgensen, Budget  
7 Committee Rep.; André Garron, Community Development Director; Cathy Dirsas, Planning  
8 Department Secretary  
9 Regional Economic Development Steering Committee: Scott Benson; Don Moskowitz

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11 The meeting opened at 7 pm in the Merrill conf rm

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13 ▪ Approval of Minutes

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15 **D. Jorgenson made a motion to approve the minutes.**

16 **R. Brideau seconded the motion.** No discussion. **Vote on the motion: 3-0.**

17 **J. Farrell said the minutes will be signed at the conclusion of the meeting.**  
18

19 J. Farrell asked about the timeline for launching of the website. A. Garron said January 20<sup>th</sup> is  
20 planned. A. Garron said he will get a definite date for the next meeting. A. Garron said the  
21 marketing aspect is done & now we need to integrate the message into the new economic  
22 development website. J. Farrell asked if we could work in the website updating with the school  
23 district. A. Garron feels that the vacant administrative support position is needed especially  
24 now that we will need someone to update the website. J. Farrell asked A. Garron to speak with  
25 Nate Greenberg before end of this week.

26 S. Benson asked if we've considered social aspects i.e. Facebook, Twitter, etc.

27 D. Moskowitz asked how we're going to market our website. A. Garron said that will be part of  
28 what our marketing consultant will be doing. He said that we currently have "regional"  
29 statements for our website and we really need to be more of a collaborative effort.

30 A. Garron said that we need to have specific links for search engines that will draw people to  
31 Londonderry. A. Garron said that a few weeks ago they had a meeting about the economic  
32 stimulus package and Londonderry was mentioned. A. Garron said the pilot will be up and  
33 running in the next couple of weeks (before the holiday).  
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- 35 ▪ **Conduct Local SWOT analysis**

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37 A. Garron said that a few weeks back the REDSC did a SWOT analysis. He asked all in  
38 attendance for their input on Londonderry's Strengths, Weaknesses, Opportunities, and Threats  
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40 **Strengths**

41 1000 acres of commercially zoned land

42 Airport accessibility

43 Highways

44 Highly skilled workforce

45 School System

46 Stable tax structure

47 New zoning ordinance

48 Good infrastructure

- 1 Good corporate tenants
- 2 Quality of Life, open space, rec. facility
- 3 Ole Home Day
- 4 Colleges nearby
- 5 Good services
- 6 Proximity to Boston, Ocean, Mountains
- 7 Centralized location
- 8 Health Services

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#### 10 **Weaknesses**

- 11 Business retention & expansion plan
- 12 Lack of adequate workforce housing
- 13 High cost of housing
- 14 Climate of region
- 15 High utility costs
- 16 Transportation costs
- 17 Lack of young workforce
- 18 Lack of downtown or social center
- 19 Lack of public transportation
- 20 Loss of rural feel
- 21 Lack of restaurants, night clubs

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#### 23 **Opportunities**

- 24 I93 & airport access projects
- 25 Airport expansion, including international
- 26 More non-stop flights
- 27 International flights
- 28 Create business retention & expansion plan
- 29 Regional collaborations
- 30 Demand for alternative energy services
- 31 Take advantage of expanded bus service
- 32 Rail link to MBRA
- 33 Expand managed/skilled nursing center
- 34 Increase freight use of existing rail
- 35 Lack of public transportation to the coast
- 36 Land & infrastructure
- 37 Gaming & Casinos

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39 [ J. Farrell left at 7:45PM ]

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#### 41 **Threats**

- 42 Regional competition
- 43 Public transportation on the coast
- 44 Mass exodus of young workers
- 45 Vehicular congestion
- 46 Unplanned growth
- 47 Higher fuel & energy costs
- 48 Lack of public interest

- 1 Lack of leadership development
- 2 One way bus service to Boston
- 3 Aging workforce
- 4 Slow economic recovery
- 5 MA providing gaming & casinos
- 6 Possible tax increases

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8 **▪ Update on the marketing effort**

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10 A. Garron said the next meeting is TBD.

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12 **R. Brideau made a motion to adjourn.**

13 **D. Jorgenson seconded the motion.** No discussion. **Vote on the motion: 2-0.**

14 Meeting adjourned at 8:18 PM

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18 These minutes prepared by Cathy Dirsa, Planning Division Secretary.

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21 Respectfully Submitted,

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25 André Garron, Community Development Director

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**SWOT Priority Results**

<p><b>Strengths</b>  <b>1000 acres of commercially zoned land</b>  <b>Airport accessibility</b>  <b>Highways</b>  <b>Highly skilled workforce</b>  <b>School System</b>          Stable tax structure  <b>New zoning ordinance</b>          Good infrastructure          Good corporate tenants          Quality of Life, open space, rec. facility          Ole Home Day          Colleges nearby          Good services          Proximity to Boston, Ocean, Mountains          Centralized location          Health Services</p>	<p><b>Weaknesses</b>  <b>Business retention &amp; expansion plan</b>  <b>Lack of adequate workforce housing</b>          High cost of housing          Climate of region          High utility costs          Transportation costs  <b>Lack of young workforce</b>  <b>Lack of downtown or social center</b>  <b>Lack of public transportation</b>  <b>Loss of rural feel</b>  <b>Lack of restaurants, night clubs</b></p>
<p><b>Opportunities</b>  <b>I93 &amp; airport access projects</b>  <b>Airport expansion, including international</b>          More non-stop flights          International flights  <b>Create business retention &amp; expansion plan</b>  <b>Regional collaborations</b>          Demand for alternative energy services  <b>Take advantage of expanded bus service</b>  <b>Rail link to MBRA</b>          Expand managed/skilled nursing center          Increase freight use of existing rail          Lack of public transportation to the coast          Land &amp; infrastructure  <b>Gaming &amp; Casinos</b></p>	<p><b>Threats</b>  <b>Regional competition</b>  <b>Public transportation on the coast</b>  <b>Mass exodus of young workers</b>          Vehicular congestion  <b>Unplanned growth</b>  <b>Higher fuel &amp; energy costs</b>          Lack of public interest  <b>Lack of leadership development</b>  <b>One way bus service to Boston</b>  <b>Aging workforce</b>  <b>Slow economic recovery</b>          MA providing gaming &amp; casinos          Possible tax increases</p>

**Priorities**

	Things that <b>MUST</b> be addressed now.
	Things that can be handled now.
	Things that should be researched further.
	Things that should be planned for the future.