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5 **Stratham Economic Development Committee**
6 **Meeting Minutes**
7 **August 17, 2010**
8 **Municipal Center, Selectmen's Meeting Room**
9 **10 Bunker Hill Avenue**
10 **Time: 7:00 PM**
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13 **Members Present:** Bruno Federico, Chairman
14 Paul Deschaine, Town Administrator
15 Leslie Blaney, Member
16 Mike Houghton, Member
17 Scott Zeller, Alternate
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19 **Members Absent:** Larry Foss, Member
20 Luke Pickett, Alternate
21
22 **Staff Present:** Lincoln Daley, Town Planner
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25 The meeting was opened at 7:05 PM by the chair.

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27 I. Review and approval of the minutes from the July 20, 2010 EDC meeting
28 Motion to approve by Scott Zeller and second Paul Deschaine. Motion unanimously
29 passed
30
31 II. Presentation/Discussion - Andrew Smith, Director of the UNH Survey Center. Mr.
32 Smith provided a general overview of the program and services provided by the
33 Survey Center to potentially assist the Committee develop and analyze a survey for
34 residents and business/property owners. He then proceeded to frame the discussion
35 and explain/identify the key components, elements, and questions for developing
36 the survey. A discussion then ensued involving the varying types of surveys, the
37 costs involved, the target audience, and their effectiveness/response rates. The costs
38 to conduct a mailing survey would be approximately \$2,500 - \$3,500 while an
39 online survey totals approximately \$1,500.

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41 Mr. Smith then recommended that the group first determine/define the critical
42 decisions the town seeks to resolve and the information needed to facilitate/support
43 those decisions. To assist the Committee during this phase, he offered to forward
44 samples of past surveys. A discussion then ensued attempting to better define the
45 critical decisions, the information needed, and the target groups of residents and
46 business owners to complete the survey(s).

1 Mr. Smith recommended that an inexpensive, but effective survey tool and method
2 for defining the critical decision was the use of focus groups. He went on to further
3 detail the process for running a focus group and offered the assistance of the Survey
4 Center to assist the Committee to create focus group guidelines. The Committee
5 generally supported the use of the focus groups.
6

7 A general discussion then ensued regarding the timing of the surveys and the most
8 effective method for distribution and receiving responses. Members of the
9 Committee stated that November would be the most optimum time to distribute the
10 surveys to coincide with the election. However, members commented that more
11 time might be needed to develop the surveys and may require additional town
12 funding. The discussion with Mr. Smith concluded by summarizing the next steps
13 in the development of the surveys:

- 14 1) Define/frame the critical decisions.
- 15 2) Define and collect information needed to support critical decisions – forecast 5
16 – 10 years into the future.
- 17 3) If the decision to move forward with establishing focus groups, the Committee
18 will need to generate guidance document or rely on the UNH Survey Center to
19 provide said document.
20

21 Paul Deschaine distributed appendixes of the CEDS annual report (2009-2010).
22

23 The Committee then briefly discussed the varying costs and potential funding
24 options to develop and analyze the surveys.
25

26 III. Future Items:

- 27
- 28 1) Develop the focus groups.
- 29 2) Engage Mr. Smith to learn more about costs, guidance information, and
30 personnel needed to conduct the focus groups.
- 31 3) Begin to budget for 2011 for the development and analysis of surveys.
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33 Respectfully Submitted:
34 Lincoln Daley
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