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5 **Stratham Town Center Revitalization Committee**
6 **Meeting Minutes**
7 March 14th, 2012
8 Municipal Center, Selectmen's Meeting Room
9 Time: 6:00 PM
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12 Members Present: David Canada, Selectmen's Representative
13 Rachael Ela
14 Colleen Lake
15 Jamie Paine
16 Robert Goodrich
17 David Short
18
19 Members Absent: Tim Roache
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21 Staff Present: Lincoln Daley, Town Planner
22
23 Guests Present: Leslie Kimball
24 Donald Hatch
25 Allison Knabb
26 Becky Mitchell
27 Matt Gunn
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29
30 Selectman Canada called the meeting to order and invited Leslie Kimball and Don Hatch of the
31 100th Anniversary Wiggin Memorial Library Building Celebration Committee to present the
32 work of their group and offer ways that the TCRC could help support their work
33

34 The July 14th celebration will mark the 100th anniversary of the Wiggin Memorial Library with
35 events at the historic site, Firehouse, and the Town Municipal Center. Both the Heritage
36 Commission and the Historical Society will create displays and exhibits to mark the event. The
37 will be an Ice Cream Social, tours, live entertainment, and a dedication of the bench outside of
38 the Wiggin Memorial Library. The anniversary committee is seeking involvement from the
39 Town Center businesses through sponsorships and discounts. Two items that Ms. Kimball
40 outlined as sponsorship opportunities were balloons and entertainment. Discounts could be
41 provided when a resident shows their library card at a participating business.
42

43 After an outline of the event and its planning Selectman Canada asked how the TCRC could
44 help. Ms. Kimball and Mr. Hatch asked for help with promoting the event, looking for help with
45 signage, and publicity in the Town Center. The reader board at the fire station was mentioned as
46 an easy way to promote the event. Ms. Lake asked about the event's budget and whether the state

1 would allow for a banner to be displayed over the road. Mr. Paine will be approaching the state
2 about the possibility of the banner. Selectman Canada will approach the Fire Department about
3 displaying fire trucks to add an additional point of interest to the event. Bob Mitchell's antique
4 cars were also mentioned and it was decided that Ms. Kimball will ask Mr. Mitchell about the
5 possibility of a few cars being put on display for the event as well. The presentation ended after
6 both committees felt that they had a clear understanding of action items and how the two groups
7 would work together going forward.

8
9 Becky Mitchell from the Stratham Historical Commission introduced the discussion around
10 creating a Historical District in Town Center. She felt that it the subject is worth exploring with
11 the Division of Historical Resources. Questions to bring up would involve how and why would
12 Stratham create a Historical District? We would be interested hearing the pros and cons to the
13 process. It was also suggested that Mr. Daley and Mr. Deschaine approach their contacts in other
14 communities who may have recently gone through the process and gauge their experiences. Both
15 Ms. Lake and Mr. Short expressed concern over possible constraints that would be put on
16 businesses but still felt that it would be beneficial to have a discussion around the process. Mr.
17 Paine spoke from his environmental planning background where he often needs to deal with
18 historical districts. He feels establishing a district in Stratham would be beneficial in opening up
19 grant opportunities and noted that the districting can exclude specific parcels. The rest of the
20 committee agreed that a meeting with the state should be pursued and that the Planning Board,
21 Heritage Commission, Historical Society, and TCRC should all be involved in the discussion.

22
23 Matt Gunn of Fat Cod Landscaping began the discussion around pocket gardens in the Town
24 Center District. The committee discussed the challenges around relying on volunteers to
25 maintain gardens after installation and felt more comfortable with Mr. Gunn's suggestion of
26 hiring a professional landscaper to maintain the gardens. Mr. Gunn volunteered to donate service
27 to one of the gardens with the understanding that a certain amount of promotion/public relations
28 and advertising would be done on Fat Cod Landscaping's behalf. Mr. Short volunteered to
29 approach other landscapers for pricing and would explore pricing for flowers that would adorn
30 the four signs marking the beginning of the district.

31
32 The meeting turned its focus to the progress of the sign project. Mr. Short provided the
33 information he had gathered from those vendors that will be providing materials and service. To
34 fabricate the metal arm, chains, band from the top of the sign and hooks Mr. Short was given a
35 quote of \$125 per sign. For 10' tall granite post which would allow for 7' above ground the cost
36 would be \$500 a piece. The plan is still to have the Highway Department install the posts. The
37 felled sycamore tree from the People's United property was inspected and determined to be in
38 poor condition making it inappropriate to use to create the boards for the signs. Donnie French
39 has worked with Mr. Short and has offered a supply of black locust wood which he will mill into
40 boards at no charge. Ms. Lake presented the quote from Sign of the Times for the lettering on the
41 signs. Gold paint would be \$165 per sign and gold leaf would be \$500.

42
43 As the last agenda item for the evening Mr. Paine presented the information he had gathered on
44 the DOT Tourist Directional Signs. The requirements for placement are that the signs must be on
45 a road that the business it is promoting is not on. An off ramp sign noting the Village District
46 may be an option and Mr. Paine noted that there have been some cases where non-profits have

1 received similar signs for free. In the coming months the project may be changing and instead of
2 off ramp signs, signs on the highway before the actual off ramp may be a possibility. The cost of
3 the signs is an initial fee of \$400 with a \$10 per year maintenance fee.

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5 Selectman Canada adjourned the meeting at 5:59 pm.

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7 Respectfully Submitted,

8 Rachael A. Ela

9 Revitalization Committee Clerk

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