



NOTICE OF MEETING

WHO: NRPC Executive Committee

WHEN: Wednesday, January 19, 2022, at 6:00 pm

WHERE: Remote Meeting via Zoom. You may participate using the link below:
<https://us02web.zoom.us/j/88969845610?pwd=dVZMUkFaS1gzem02OWJSSStjemhrQT09>

AGENDA

1. Call to Order
2. Business
 - a. Minutes: October 20, 2021 (***Action Deferred***)
 - b. Minutes: December 15, 2021 (***Action Deferred***)
 - c. Dec-Jan Dashboard (***Action Deferred***)
 - d. Webstats/Social Media update
3. Transportation Programs
 - a. UPWP Updates
4. Project Updates
 - a. Regional Housing Needs Assessment
 - b. Economic Recovery Plan
5. Staff Updates
6. Other Business
 - a. New Website
 - b. Annual Forum
 - c. HB 1275 *relative to municipal representation on regional planning commissions*
7. Adjourn

Next Meeting: February 16, 2022



**DRAFT MINUTES
NASHUA REGIONAL PLANNING COMMISSION
Executive Committee
October 20, 2021**

In-Person Public Meeting with Zoom Attendance Option

Members Attending In Person	Members Attending on Zoom	Members Absent	Staff Attending	Others Present
Ruch, Chair Jim Battis, Treasurer Kim Queenan Tamara Sorell Tim Tenhave Janet Langdell Venu Rao	none	Karen Elmer Sarah Marchant	Jay Minkarah, Executive Director Sara Siskavich, Assistant Director	none

1. Call to Order

Ruch called the meeting to order at 6:00. An in-person quorum was present. No members or public participated via Zoom.

2. Business

a. Minutes: September 22, 2021

After no discussion, Battis moved to approve and file the minutes of September 22, as presented. Tenhave seconded the motion, which passed 7-0-0.

b. September - October Dashboard

Minkarah reviewed the Dashboard, Profit and Loss, and Balance Sheet. The Dashboard's Working budget reflects a substantial increase for the regional housing needs assessment. Costs are also up for related professional services. The delta is going to reserve.

In terms of staff activities: a key meeting was the Capitol Corridor Stakeholders Meeting. There is momentum to make the Pheasant Lane Mall the preferred site over the Dow Site alternative. Both Simon Properties and Tyngsborough are supportive. Commissioners discussed how this could potentially rekindle efforts toward establishing proposed new southbound exit of the turnpike as well as create an opportunity for transit-oriented development. Ruch and Rao requested an invitation to attend the next stakeholder meeting on Financial Planning to address environmental concerns which must be considered early, i.e., in the design phases.

Minkarah reported little controversy at the GACIT public hearing in Merrimack which had a notably low turnout. The removal of the Hudson Circumferential Highway was not contested. Chris Buchanan of Amherst Fire gave compelling first-hand testimony relative to the need for safety improvements along Route 101.

There are no designated freight corridors in the NRPC region, however we completed a required MPO Freight Assessment meeting with FHWA, and it went smoothly.

NRPC Executive Committee Minutes
October 20, 2021

Minkarah and Rao attended the School Bus Electrification Initiative Kick-off Meeting with World Resources Institute which is supported by the Bezos Foundation.

On the topic of pending grants, the mobility management opportunity looks like it is going forward. This will result in \$120k for each MPO for each of three years to hire a mobility manager.

NRPC will pursue another round of EPA brownfields assessments and we are optimistic for this round.

Minkarah is also pursuing an application to the EPA Brownfields revolving loan fund. The application will be through the NRPC Foundation once we are situated with a DUNS number and plan to register with the System for Award Management (SAM). This would allow NRPC to offer low interest loans for brownfields remediation. The ceiling is \$1M and we will go for the max. The Foundation would receive the funds as a grant, and then we would be able to grant up to half with no payback obligation.

Battis moved to accept and place on file for audit the Dashboard and Financials of September/October. Langdell seconded the motion. The motion passed 7-0-0.

c. FY22 Q1 Quarterly Web Analytics

Website traffic remains consistent relative to audience traffic, geographic distribution, and top page content. Siskavich clarified that geo is detected by IP address and therefore has limitations. Newsletter stats reflect that we sent two newsletters in September. All newsletter performance metrics are up including clicks. Clicks are distributed across many article types. Audience dynamics are active, some adds, some removes, and overall, there was plus 1 net subscriber. Social media is trending consistently with Facebook by far showing stronger performance than Twitter. HHW is dominating our social channels which is appropriate considering it's NRPC's largest public-facing service. NRPC's Facebook page migrated to the new Pages format and analytics changed substantially. We are still looking at how to track total engaged users, which why it is blank on the report. There are not enough available data yet to report activity on LinkedIn.

3. Transportation Programs

Minkarah reported that vehicular count field work, particularly turning movement counts to support several local studies, is still active. The Transit expansion study is essentially complete. We are going out to bid on transportation engineering services.

4. Project Updates

Minkarah gave brief updates on the regional housing needs assessment template. The Economic recovery plan steering committee's November meeting will be an examination of the state's housing market. The last Household Hazardous Waste (HHW) event will be November 6. Energy aggregation is tough this year because of wild rate fluctuations. Rao reported that Hollis is interested in alternatives proposed by Community Power and suggests that NRPC invite them to come talk to us.

5. Staff Updates

Andrew Smeltz is leaving for a planner position at Southwest. NRPC will be recruiting to fill that vacancy as well as an administrative assistant position.

6. Other Business

a. New Website

Minkarah briefly described how the desire to stand up a robust Economic Development web page evolved into working with a vendor to overhaul the entire NRPC website. A few days ago, NRPC went under agreement with Revize out of Michigan a who has a large portfolio of regional customers. The new site will have a modern look and feel and will offer additional functionality such as translation and accessibility. Langdell reported on the current efforts to brand the RCC and they are a highly interested project stakeholder. Rao encouraged NRPC to engage stakeholders early, through either a broad survey and/or by assembling a beta team. Siskavich will circulate example Revize websites to the Executive Committee.

b. Annual Forum

There was discussion about options for an in-person event next spring. NRPC will look at venues for an outdoor event in the late May timeframe.

c. Annual Dues

Minkarah has been looking at the other RPCs' dues-setting strategies and would like to suggest we propose a modest increase. There was discussion about communication of NRPC's value alongside the dues proposal. Ruch requested that NRPC prepare numbers for the Executive Committee's consideration.

7. Adjourn

At 8:08, Battis moved, with a second to by Rao, to adjourn. The motion passed 7-0-0.

The next Executive Committee meeting will be November 17, 2021



**DRAFT MEETING MINUTES
NASHUA REGIONAL PLANNING COMMISSION
Executive Committee
December 15, 2021**

In-Person Public Meeting with Zoom Attendance Option

Members Attending In-Person	Members Attending on Zoom	Members Absent	Staff Attending	Others Present
Susan Ruch, Chair Jim Battis, Treasurer Karin Elmer Kim Queenan Tamara Sorell	Janet Langdell Tim Tenhave	Venu Rao	Jay Minkarah, Executive Director Sara Siskavich, Assistant Director	

While the Executive Committee waited for an in-person quorum to assemble, there was discussion about the potential impacts of HB 1275 relative to municipal representation on regional planning commissions, the plan for an in-person, “indoor with outdoor terrace option” Annual Forum at Labelle in the spring, new staff hires at NRPC, progress on the new NRPC website, and the need for nominations to fill vacancies on the Executive Committee, the NRPC offices of Chair and Vice-Chair, and the NRPC Foundation.

1. Call to Order

Ruch called the meeting to order at 6:53 pm once an in-person quorum was present. Langdell and Tenhave participated remotely due to individual health concerns.

2. Business

a. Minutes: October 20, 2021

The October 20, 2021 minutes were mistakenly omitted from the agenda packet. Accordingly, action on the October minutes was deferred until the January 2022 meeting.

b. November – December Dashboard and Financials

Due to the departure of NRPC staff member Kate Lafond, monthly financial reports were unavailable. No action was taken on the Dashboard.

c. Nomination to NRPC Executive Committee

Elmer nominated Camille Correa of Nashua Transit System to fill the vacancy in the Executive Committee due to the departure of Sarah Marchant. Battis seconded the motion which passed unanimously by roll call vote:

Ruch - yes
Battis - yes

Elmer - yes
Queenan – yes

Sorell - yes
Langdell - yes

Tenhave – yes

**NRPC Executive Committee Meeting Notes
December 15, 2021**

d. Nomination of NRPC Officers to Fill Vacancies

Elmer moved to nominate Queenan to the office of Vice-chair for the remainder of the unexpired term of the office and Tenhave to the office of Chair for the remainder of the unexpired term of the office. Langdell seconded. The motion passed unanimously by roll-call vote:

Ruch - yes	Elmer - yes	Sorell - yes	Tenhave – yes
Battis - yes	Queenan – yes	Langdell - yes	

e. Nomination of NRPC Commissioner to the NRPC Foundation Board of Directors

Elmer moved to nominate Peter Howd of Wilton to the NRPC Foundation Board of Directors. Ruch seconded. The motion passed unanimously by roll-call vote:

Ruch - yes	Elmer - yes	Sorell - yes	Tenhave – yes
Battis - yes	Queenan – yes	Langdell - yes	

3. Adjourn

At 6:56, Elmer moved, with a second by Sorell, to adjourn. The motion passed unanimously.

The next Executive Committee meeting will be January 19, 2022

NRPC FY 2022 DASHBOARD

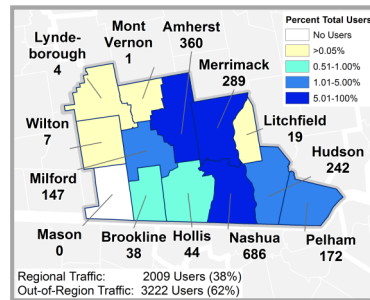
Dec-21		Key Statistics	
TD Checking		Staff Activities Dec-Jan	
Beginning Balance	\$250,873.90	Bi-weekly NHBEA Community and Econ Dev Call (2) - Jay Roundtable on Rail with NH Delegation - Jay Nashua Chamber Economic Outlook Luncheon - Jay NTS General Staff Meetings - Ryan NRPC Complete Streets Committee - Matt, Ryan, Emma NHLMV Stormwater Coalition - Sara, Emma, Mason Nashua Region Coordinating Council (RCC) - Matt, Mason Central-Southern CEDR Meetings (2) - Jay Statewide Coordinating Council - Gregg, Matt Planning for Performance group - Gregg, Matt Interagency Consultation - Gregg, Matt RPC Directors Meeting - Jay	
Deposits & Credits			
Payments			
Ending Balance	\$250,895.21		
Bar Harbor Checking			
Beginning Balance	\$224,190.03		
Deposits & Credits			
Payments			
Ending Balance	\$174,692.44		
Friday, December 31, 2021			
Accounts Payable		Professional Development - Dec-Jan Registry of Deeds and Surveying in NH (12/16) Mason Economic Impact of Infrastructure Bill Webinar (12/16) Matt	
Accounts Receivable			
Oversight Activities			
Line of credit (\$75,000) activated?	No	Pending Grant Applications NHDOT Mobility Management Grant - \$240,000 EPA Brownfields Assement Program Grant - \$500,000	
BHB CDs	\$275,030.30		
Audit Status	Underway		
Budget Narrative			
BankBalances/Cash on hand:	We continue to have a healthy balance.		
Payables and Receivables:	Financials not complete		
FY21 Working Budget			
Funding Sources		Expenses	
Local Dues	\$163,000	Audit	\$16,250
Federal Contracts	\$116,218	Dues & Subscriptions	\$9,307
Grants	\$314,988	Employee Benefits	\$173,011
Local Planning Contracts	\$100,067	GIS	\$17,700
Other Income	\$4,000	Insurance	\$8,154
State Contracts	\$1,058,666	IT	\$5,921
		Legal	\$2,500
		Marketing, Outreach, Annual Forum	\$9,200
		Office Expenditures	\$13,522
		Other Expenditures	\$104,671
		Professional Services	\$471,059
		Rent & CAM	\$94,035
		Salaries	\$803,809
		Staff Development	\$8,500
		Travel & Meeting Exp	\$8,500
		Utilities	\$10,800
Total revenues:	\$1,756,939	Total Expenses:	\$1,756,939
Pending Grant Application Totals	\$740,000	Delta	\$0

WEBSITES

Audience Traffic: 3-Months vs. Previous 2-Years

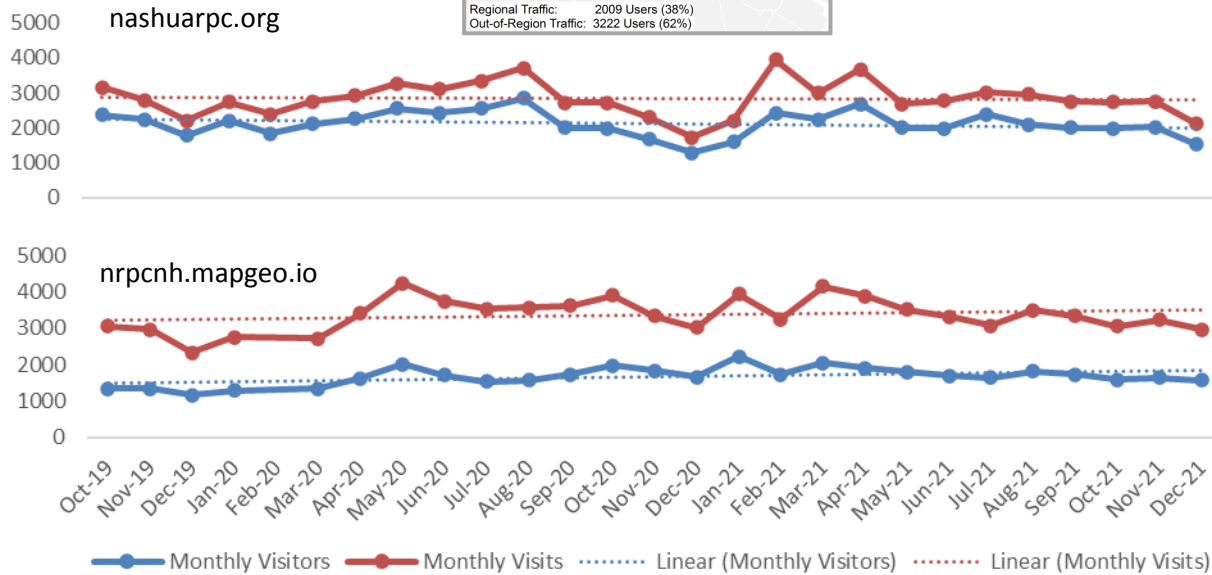
	Avg. Visitors/ Month	Avg. Visits/ Month
nashuarpc.org	-12%	-14%
nrpcnh.mapgeo.io	-5%	-9%

Audience Geo (IP): 3-Month Period



Top Content: 3-Month Period

Page	% Total Monthly Page Views
/	20.61%
/hww/schedule-location	9.10%
/gis-mapping	6.39%
/tax-maps	6.12%
/hww	5.45%



NEWSLETTER

Newsletter Performance: 3-Months vs. Previous 2-Years

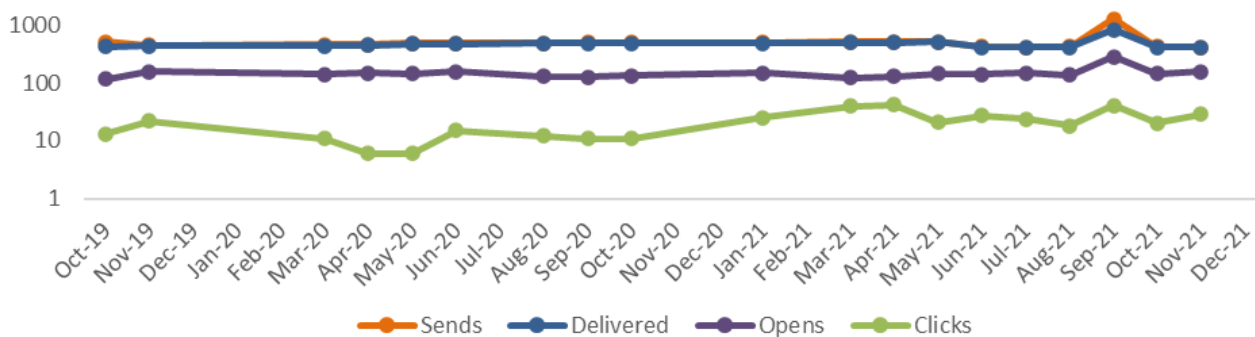
Sends	-19%
Delivered	-14%
Opens	+2%
Clicks	+25%

Audience Dynamics: 3-Month Period

Added by NRPC	Sub- scribed	Removed by NRPC	Unsub- scribed
0	+4	-1	-2

Top Content: 3-Month Period

Link	% Total Unique Clicks
NHDOT TYP Page	27%
GACIT Public Hearing Notice	12%
NRPC Regional Bike-Ped Plan	8%
NRPC Bike-Ped Planning Page	8%
BIA Forum on Workforce Housing	8%



FACEBOOK

Post

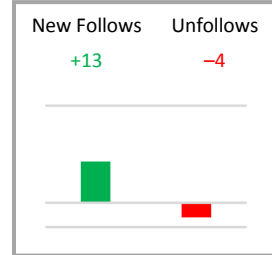
Performance:

3-Months vs.
Previous 2-Years

Total Reach **+11%**
Total Engagements **-17%**

Audience Dynamics:

3-Month Period

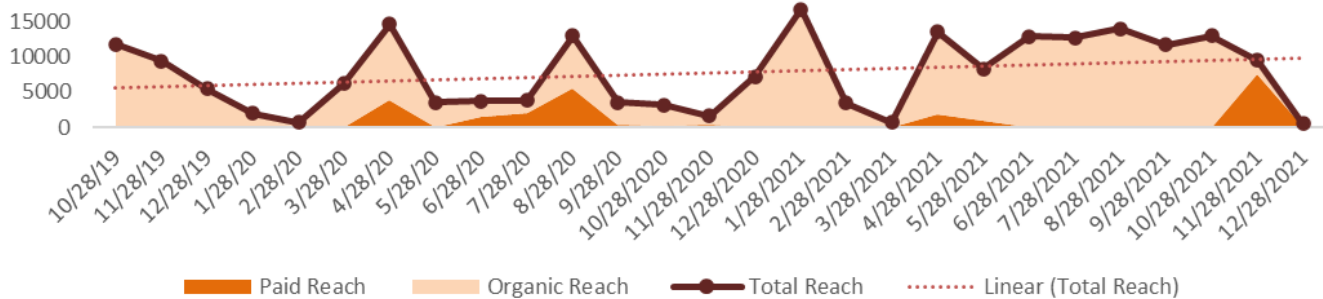


Top Content:

3-Month Period

Post	% Total Reach
The FINAL HHW Collection of 2021 will be held....	60%
Calling all business owners, please tell us what you need	31%
UNH GRANIT is requesting the GIS community respond..	2%
NRPC's Camille Pattison met with Colleen Island, Owner	2%
Participants will learn how to use ecological concepts...	1%

Facebook 28-Day Reach: the number of unique people who see page content



TWITTER

Tweet

Performance:

3-Months vs.
Previous 2-Years

Impressions: **-53%**

Audience Dynamics:

3-Month Period

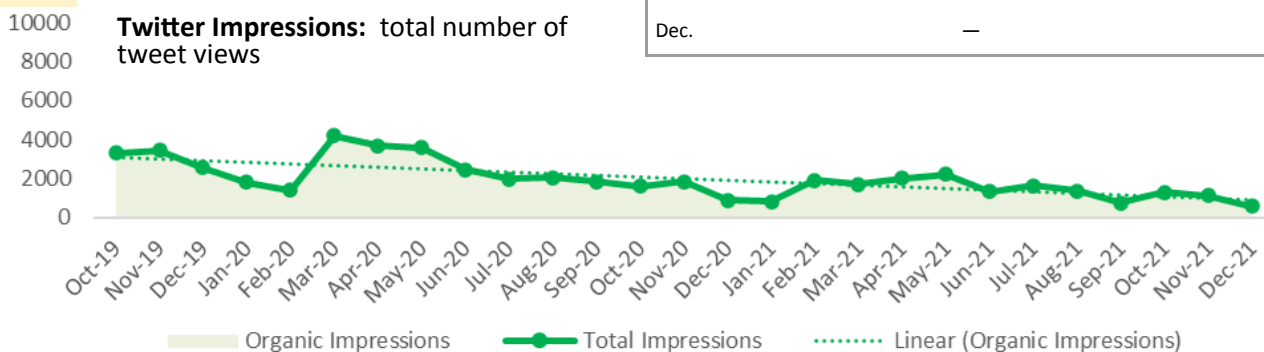
Net Change
in Followers: **-1**

Top Content:

3-Month Period

Month	Top Tweet	Impressions
Oct.	The Final HHW Collection of 2021 will be held...	1296
Nov.	The Final HHW Collection of 2021 will be held...	1098
Dec.	—	—

Twitter Impressions: total number of tweet views



LinkedIn

<coming soon>