



REGIONAL COVID-19 ECONOMIC DEVELOPMENT RECOVERY PLAN

MEETING MINUTES 9/14/21

Steering Committee Meeting #3

Meeting Attendees: Theresa Pinto, Stephen Michon, Allison McLean, Andrea O'Brien, Brian Groth, Karon Walker, Lincoln Daley, Paul Shea, Theresa Walker, Tim Cummings, Tim Thompson, Wendy Hunt, Liz Calabria, Jennifer Kimball, Jay Minkarah, Camille Pattison, Ryan Friedman, and Caleb Cheng

Workforce - How to Successfully Retain and Attract Younger Workers

Guest Speaker - Will Stewart, Executive Director at StayWorkPlay New Hampshire

Will presented a slide deck from LiveWorkPlay NH. Here are key takeaways:

- Based on our population, NH is the 2nd oldest state in the nation, with an extremely low unemployment rate.
- Ranked #1 state for recent college graduates leaving and average student loan debt.
- NH ranks #50 in spending on advanced public education.
- Polled 20-40 year olds and here are the findings:
 - 50% born in NH
 - 21% live at home with family; 57% of which pay no rent.
 - 30% probably or definitely plan to move out of the state in the next 2 years.
 - Reasons for leaving include lack of jobs that lead to a career, affordable childcare, lack of public transit, diversity, nightlife, cost of housing.
 - Reason for staying include access to the outdoors, good educational opportunities, appealing neighborhoods, and independent stores.
- Initiatives for StayWorkPlay NH
 - Connect, Advocate, Brand, Promote
- Developed an Insider's Guide to Greater Nashua:
<https://stayworkplay.org/wp-content/uploads/Regional-Insiders-Guide-Greater-Nashua.pdf>
- What can employers do?
 - Offer benefits such as student loan repayment, dog friendliness, allow infants at work, encouraging volunteering on work time, pet insurance. Connect employers to groups they may be interested in such as running, knitting, book clubs.

Survey Update

Overview of the three surveys and method of distribution.

Camille explained that three surveys have been developed: Entrepreneurship (designed for businesses less than three years old), Restaurants and Retail, and Workforce. Ryan reviewed the website links where the surveys are located and walked through the Workforce survey in detail.

Survey information will be distributed via direct mail to approximately 4,000 businesses based on a listing by the Secretary of State, and will include food and lodging, retail, manufacturing, and all additional new businesses created between 2018 – 2020.



Camille is seeking volunteers to market the three surveys to their membership / contact lists. She will send a summary and pictures in an e-mail to Liz Calabria, Wendy Hunt, Paul Shea, Allison McLean, Andrea O'Brien, and Mike Somers with the NH Lodging and Restaurant Association.

Key Development / Redevelopment Sites from Each Community

Status update on priority sites throughout the region.

Ryan is working on updating individual maps for some communities. We will be sending these to the towns for review as they are finalized.

Focus Groups

Review focus groups and seek Steering Committee input on potential contacts.

- Tim Cummings - Nashua Town Hall for Businesses to discuss the use of ARPA funds – September 22nd 10 am

The focus groups will consist of targeted invites to contacts in the region who may want to participate. Aiming for 5-10 participants for each of the following groups:

General

- Wednesday September 22nd 10 am – Nashua Town Hall (Tim Cummings)
- Women Owned Business
- Minority Owned Business
- Manufacturing
- Trades

Entrepreneurship

- General

Hospitality, Retail, Restaurants, Catering / Function Facilities

- Restaurants
- Retail

***Workforce questions will be included in all focus groups.**

Camille is seeking suggestions for additional contacts who may be interested in participating in one of the focus groups. Steve suggested trying to piggyback onto an existing meeting / industry group.

Paul has a listing for retail and restaurant contacts from the Taste of Downtown that he can share focus group information with.

Theresa questioned separating women and minority groups and if we were including the LGBTQ community. Suggested focusing on DEI, diversity, equity and inclusion. Jay noted that we have been following the federal definition of women and minority owned businesses per the Small Business Association.

Next Steps

Release the three surveys, build focus group contact lists, and start scheduling meetings.



Follow up

- Share Will Stewart's contact information, link the Nashua Guide and presentation slides.
- Send out e-mail with Survey information for distribution.
- Follow up with Paul Shea on focus group contacts.

Next Meeting Date – October 12th 1pm

Feel free to reach out with comments and concerns:

Jay Minkarah: jminkarah@nashuarpc.org

Camille Pattison: cpattison@nashuarpc.org