

# ECONOMIC DEVELOPMENT AUTHORITY

October 11, 2019

## MINUTES

**Present:** Nate Morison, James Kelly, Jeanne Dietsch, Bill Kennedy, Corinne Chronopoulos, and Karen Hatcher

**Also Present:** Peter Throop, Laura Norton, and Kristin Bixby, Office of Community Development

Chair Morison called the meeting to order at 12:00 p.m. with no need for introductions.

### **Minutes:**

A motion was made/seconded (Morison/Kelly) to approve the Minutes of June 24, 2019 as written with all in favor.

### **Brochures - Update and Distribution:**

With no Members indicating any further revisions needed, a reprinting of the brochures was approved. After reviewing pricing and quantity options, a motion was made/seconded (Dietsch/Kelly) to print 2,500 brochures at the price of \$360.00 from Gemgraphics in Keene, NH, with all in favor.

### **Drum Updates and Content Request:**

Rory Hurley and Eddie Gomez from Drum were in attendance to do a check-in with the EDA on how their current social media contract was going and to review the plan for website updates, a new contract for which the funds had been approved at a previous meeting. Members asked if the social media pages were still getting an increase in likes and follows, to which Drum confirmed.

It was noted that the current contract will be up for renewal in the new year, and the EDA should address whether they would like to see a similar or modified contract moving forward. It was also noted that the business interview series, along with the #facesofPeterborough series, have been big hits on the social media platforms. To guarantee that a wide variety of townspeople and business owners are getting represented in these posts, Drum has asked for the EDA members to help make some new connections. It was also noted that the form for the #facesofPeterborough candidates should be available at the Peterborough Meet & Greet, put on by the Peterborough Welcome Team. Ms. Hatcher, who leads the Welcome Team, agreed to make them available.

It was noted that Drum would work with Ms. Bixby on developing the new website, and that part of the time allotted would also be spent with Mrs. Kreutz from Administration and the consultants for the Town's new website, to make sure that the projects didn't overlap.

### **TIF Advisory Board Updates:**

Mr. Kennedy, the EDA representative for the Greater Downtown TIF District Advisory Board, gave brief updates on their most recent meeting. He noted that the Board did not approve the \$10,000 that was suggested to be allocated to staffing costs. He also noted that there were discussions on connecting the common pathway, installing EV chargers in the new parking lot, and wayfinding systems.

Mr. Galus, the EDA representative for the West and South Peterborough TIF Districts, was not in attendance.

### **Future of EDA – Leadership/Membership Roles:**

With the resignation of Chair Morison, the Members reviewed the role of Chairman and discussed how to move forward.

A motion was made/seconded (Dietsch/Hatcher) to appoint Mr. Kelly Chairman for the remainder of Mr. Morison's term, with all in favor (thank you James).

A brief discussion on membership followed, identifying Jaime Conley from Rivermead, Eric Burbank from So Clean, and Andy Peterson from Peterson's Realty as potential new members, although none have officially confirmed that they would like to join. It was noted that if these specific individuals did not join the membership, people within their business sector should be sought-after (manufacturing, retirement/hospitality, and realty, especially realtors that deal with both commercial and residential properties).

### **Other Business:**

It was noted that at the next EDA meeting, the group should review the benchmarks that had been put together previously (Ms. Dietsch was thanked for her efforts). The group should consider any needs, additions or changes to these benchmarks. Benchmarks mentioned for needing better ways to track and measure were job losses and vacancy rates.

The next Peterborough Welcome Team Meet & Greet will be Thursday, November 7<sup>th</sup>, at 7:00 p.m. in Bass Hall, at the Monadnock Center for History and Culture.

**Next Meeting:** TBA – A Doodle poll will be sent out to determine a better time.

The Meeting adjourned at 1:15 p.m.

Respectfully submitted,

Laura Norton

Administrative Assistant