

**Peterborough Economic Development Authority  
Meeting Minutes - November 16, 2020**

In attendance:

Chair James Kelly and Members: Jeanne Dietsch, Bill Kennedy, Jerry Galus, Jaime Conley, Andy Peterson, Laura Gingras, and Megan Suokko. Staff: Karen Hatcher and Danica Melone

Meeting called to order by Chair Kelly at 11:02.

I. Unanimous **approval of minutes** from September 21 (Gingras, Galus) and October 19, 2020 (Galus, Kennedy).

II. The Strategic Planning Committee met on October 26<sup>th</sup> and November 9<sup>th</sup> and brought forth three items for discussion during the November 16, 2020 meeting as listed below.

1. **Key Performance Indicators (KPI):** The EDA will review a series of KPI on a quarterly basis that will give the board a high-level look at how our economy is performing. We had a discussion of a proposed set of KPI as listed, including how we will collect this information and establish benchmarks:

| <b>Key Performance Indicator</b>   | <b>How Collected</b>   |
|--|--|
| Town tax rate  | Town website   |
| Commercial vacancy rate including repurposed space and potential conversions re: trends  | Andy Peterson  |
| Months of housing stock available  | Andy Peterson  |
| New housing projects - building permits for new housing units, ADU   | Danica Melone  |
| Help Wanted Ads MLT, online and print monthly, Ball Bearing, MCH, RiverMead, ConVal (Indeed.com)                                     | Karen Hatcher  |
| Number of new families in town with % from out-of-state (Welcome Team)   | Karen Hatcher  |
| Housing transfers (sales quarterly from public records)  | Karen Hatcher  |
| Health of our retail sector – spreadsheet, quarterly rating, set 1-5- from any contact at that point, members could visit businesses | Karen to set up spreadsheet and share with EDA members to complete |
| Monadnock Community Hospital- balance sheet, collaborations, challenges  | Laura Gingras  |
| Large Employers  | Jerry Galus  |
| Monadnock Ledger-Transcript  | Bill Kennedy   |
| Nonprofit sector   | Karen Hatcher  |
| ConVal enrollment trends   | ConVal Website   |
| Day Care availability  | Karen Hatcher  |
| Small business resiliency (SBDC Survey)  | James/Vardan   |

Jeanne Dietsch moved to adopt the list above, Jerry Galus seconded. Unanimously approved. Karen will organize the list and communicate report timing to members.

2. **Marketing:**

Bill Kennedy moved to create a budget committee to draft an ongoing budget for the EDA. Jeanne Dietsch seconded. Unanimously Approved. James Kelly will chair the committee, Jerry Galus, Jaime Conley and Bill Kennedy will serve.

In consideration of timing and deadlines of current budget cycle, Jeanne Dietsch moved that the EDA put forward a budget request with amount to be determined by the budget committee and approved by email, Jaime Conley seconded. Approved. Karen Hatcher will provide the committee with past budgets and spending as requested by Jerry Galus.

3. **Business Retention** strategies through Covid-19. How can the EDA provide support to local business community over the next 6-9 months? Due to time constraints, this topic will either be moved to the next EDA meeting or taken up by the strategic planning committee.

4. **Quarterly Meeting Calendar 2021:**

11AM-12PM on January 25, April 19, July 19, and October 18, 2021

Karen Hatcher announced that she had forgotten to record the Zoom meeting by mistake.

Motion to adjourn- (Kelly, Galus) at 12:02pm.

Respectfully submitted,

Karen Hatcher  
Community and Economic Development Coordinator