



OLD VALUES - NEW HORIZONS

## COMMUNITY DEVELOPMENT

PO Box 120, Windham, New Hampshire 03087

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**Approved**

**Windham Economic Development Committee  
WEDC  
Strategic Plan Review Meeting Minutes  
Friday, September 13, 2013**

**Present:** Chairman, Ralph Valentine; Members: Jim Coburn, Dianne Connolly, Bev Donovan, Ed Gallagher, Al Letizio, Michael Oldenburg, Sy Wrenn

**Admin Staff:** Laura Scott

**Excused:** P. Gosselin

**Absent:** B. Breton, S. Denopolis, K. DiFruscia,

Chairman Valentine opened the meeting at 7:39 with the Pledge of Allegiance.

**Review of WEDC Rules, version approved by BOS on May 3, 2010.**

**Section IV, A - Membership** The committee discussed the inclusion of Chamber of Commerce representation. Current rules identify a member of the "Greater Salem Chamber of Commerce". After discussion, the committee agreed to maintain the Membership definition as is, and to continue collaboration, networking and shared events with the Derry/Londonderry Chamber and the Hudson Chamber.

**Section VI: Amendments** The committee agreed to request that the BOS change the wording of the second paragraph as follows:

"Written notice of intent to consider amendments must be publicly posted, provided to each member of the WEDC, and provided to the Board of Selectmen, at least fourteen (14) days prior to the **Board of Selectmen** meeting at which the proposed action is to be taken." (Bolded language to be inserted.)

**VOTED:** On motion made (S. Wrenn) and seconded (M. Oldenberg), the committee voted by a 2/3 majority to request the above identified insertion of language. 8-0-0.

**Review of WEDC Strategic Plan, version last adopted on October 14, 2011.**

The committee discussed and agreed that the Mission is the committee's vision, the Strategic Goals are the "core values", which should be prioritized with tactical / action items, time lines and responsibilities defined. The committee agreed to review the Goals with bulleted actions, identify those things accomplished and suggest additions and changes for going forward.

**Strategic Goals:**

- 1. Promote growth in property valuations that generates tax revenue, which exceeds municipal costs, in order to reduce the tax burden on residents.**
  - Utilize the Feb. 2011 Cost of Community Services Study commissioned by the Windham Conservation Commission (as it may be updated) to measure new development valuation and how that valuation impacts the tax burden on residents.
  - Actions achieved: The WEDC has used the Cost of Services report in many ways, including specifically in the development of the WEDC Power Point to inform residents about tax relief through commercial development; at town events and continually available on the town web site. The Cost of Services report is currently**



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being used by the Infrastructure Subcommittee as it investigates utilities, water and sewer services for the town.

- Show the tax impact of different types of development (retail, office and industrial buildings, etc).
  - **Actions achieved:** This information was used by the WEDC Marketing Subcommittee in developing its marketing Power Point, specifically in identifying specific commercial buildings to show their tax impact on the wider residential community.
  - **GOING FORWARD:** The WEDC will have a standing agenda item to review approved commercial buildings, determine and report the tax and cost of services impact by way of showing how commercial development is reducing the residential tax burden in town.
2. **Promote Windham as a destination for new businesses to locate in.**
- Further develop and enhance marketing material
  - **Actions Achieved:** Ms Scott has used marketing materials which the WEDC has helped to create and has budgeted for additional marketing materials in the coming year.
  - Further develop the web site as a tool to distribute information
  - **Actions Achieved:** The Community Development Department and not the WEDC has responsibility for the web site.
  - Provide positive PR about Windham in local papers, regional meetings and business groups.
  - **Actions Achieved:** Both the Community Development Department and the WEDC via the Communications Subcommittee develop and distribute positive PR on a regular basis.
  - **GOING FORWARD:** "Develop and enhance" should be changed to "utilize and support" as most actions under this goal are achieved through the Community Development Department.
3. **Establish and nurture supportive relationships with existing businesses and property owners.**
- Set up an ambassador program
  - Provide public and business education events
  - **Actions Achieved:** Ms Scott and the Community Development Department have implemented both of the above bullets, with business visitations, educational programs and a variety of events with area Chambers.
  - **GOING FORWARD:** "Set up and provide" should be changed to "support" as these items are handled by the Community Development Department and the Chamber.
4. **Provide input to the Board of Selectmen, Planning Board and Zoning Board of Adjustment to project a welcoming and helpful image to the business community.**
- Attend meetings where there are agendas items that impact economic development



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- Proactively work with Planning Board on Zoning Amendments for Town meeting, Site Plan Regulations, Design Review Guidelines, etc. that have an impact on economic development.
  - Create criteria that outlines when and how WEDC will take a stand of ZBA/PB development applications.
  - Support Community Development Department including its budget and consider taking positions on warrant articles that have an impact on economic development.
  - **Actions Achieved: WEDC has actively participated on subcommittees for a number of other town boards, including but not limited to Planning Board subcommittees, to offer input and assistance on issues of economic and commercial development. Measures of success are the inclusion of language and items developed by the WEDC in participation with other boards in final reports.**
  - **GOING FORWARD: WEDC will continue to be available to serve on additional subcommittees. Bullet 3, above, will be deleted.**
5. **Provide education and outreach opportunities to encourage and facilitate economic development.**
- Provide forums for general or specific discussion on economic development
  - Provide periodic articles on economic development
  - **Actions Achieved: The WEDC has been present at a number of town events, with the Power Point slide show, to provide forums for residents to discuss aspects of economic development. WEDC through the Communications subcommittee has provided articles to area publications on economic development topics.**
  - **GOING FORWARD: The WEDC will continue to participate in town events, disseminate information about economic development and the tax relief which commercial development provides to the residential community, and offer appropriate articles for publication.**

Chairman Valentine halted discussion of the Strategic Plan to briefly discuss the following.

- The Infrastructure Subcommittee attended a regional presentation on water in Plaistow. Chairman Valentine and other members will continue to inform town and school boards about the upcoming request for funds to launch a water study.
- Aquifer Subcommittee discussion to integrate Wellhead Protection District into the town's 609 Aquifer Protection District document – Ms Scott will obtain the most recent minutes of this subcommittee's discussion and distribute them to the WEDC for further discussion.

Chairman Valentine reminded members that the next regular WEDC committee meeting would be held on Friday, September 20 at 3:30pm

The meeting adjourned at 9:40am.