



OLD VALUES - NEW HORIZONS
COMMUNITY DEVELOPMENT

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**Windham Economic Development Committee (WEDC)
July 9, 2010 Draft Meeting Minutes**

Welcome and Introductions

7:40am the meeting started.

All members of the committee were present, with the exception of Diane Wasilisian. Members introduced themselves. Laura Scott, Community Development Director, was also present.

Overview of WEDC Rules

All members were provided with the BOS adopted WEDC Rules. There were no questions about the rules. Ms. Scott stated that either she or members that helped draft the rules would be happy to answer any questions that come up as we move forward with the new structure

Overview of Member Binders

Member binders were developed by the Community Development Department for all WEDC members. The binders contain the WEDC rules, NH RSA 91-A Right To Know Law, relevant Town Ordinances and Policies, 2008 CURP Survey Results, 2009 Getting Down to Business Survey Results, 2010-2012 Community Development Department Strategic Plan, and the 2010 CTAP grant application.

Ms. Scott passed around a Member Contact Sheet to be filled out, which will be added to the Member Binder.

Ms. Scott asked if the members had any ideas for additional information to be added to the Member Binders. Mr. Valentine requested a zoning map and a map and list of all vacant, non-residentially zoned parcels. Ms. Scott said she could provide the zoning map for the next meeting and would work with the Assessor and IT Director on meeting the other request.

Mr. Gosselin talked about having demographic or statistical information, as well as regional highlights, in the binder. Ms. Scott mentioned that this is part of the Marketing Campaign that she is working with a consultant to currently develop.

WEDC 2009-2010 Accomplishments

Ms. Scott passed out the WEDC write-up from the 2009 Windham Annual Town Report and a brief 2010 WEDC activity summary so that Committee members could have that background information.

2010 Activities - Planned

The following are activities that are currently underway through the Community Development Department and it is hoped the WEDC members will get involved in.

Community Development Marketing Campaign

A grant was received to develop general marketing materials for the Town. These will not be parcel specific but are aimed at non-residential development and what Windham has to offer. A local market consultant is being used and this is scheduled to be completed in the Fall. Draft material will be presented to the WEDC for input prior to the work being completed.

Community Development Web Site

A grant was received to develop a community development specific web site, which will be separate from the Town web site, to highlight community development activities and information. It is anticipated to have a business directory that Windham businesses can register for free, a calendar of events, a weekly email blast, photos and articles from events, FAQs, listings of land and office space that is for sale/lease, and information on the rules and regulations that someone would be looking for to develop land and/or open a business. A local web developer has been hired as a consultant to set this up and it should be completed in the Fall. WEDC will be asked to review the site layout and structure, as well as submit content a few times before the site is completed.

Community Survey

A grant was received to develop an in depth community survey with focus groups and outreach to increase participation. This survey was intended to be spearheaded by WEDC with Ms. Scott and the Community Development Department providing assistance as needed. Mr. MacDonald wrote the grant proposal and has offered to be the point person on this. This will be done by the end of the year.

Business Education Seminars

There are 2 more seminars left in the series (7/29 & 8/26). This has been a successful venture and has created great networking opportunities among local small businesses. There will likely be a Winter series and Ms. Scott would be looking to the Committee to help with speaker ideas.

Open Houses

As new businesses open in Town, the Community Development Department tries to schedule open houses to celebrate them in the community and make them feel welcome. Ms. Scott stated that she has about 6 new businesses that she needs to work

with to schedule the next event and she will make sure to let the WEDC when it is scheduled so that members can participate.

Mr. Letizio stated that it is important for the existing businesses in Windham to welcome the new ones and act as a resource.

2011 Town Meeting

The Planning Board has on their list for 2011 Town Meeting Zoning items to look at the non-residential zoning districts to see if there are adjustments in the district boundaries or regulations that should be made. The Board is hoping that WEDC will weigh in on this item.

Review of Community Development Dept Strategic Plan & Discussion on Director's interaction with WEDC

A copy of the 2010-2013 Community Development Department's strategic plan is included in the Member Binder. There are items in it that related to economic development that Ms. Scott felt that the Committee should be aware of. She explained that these items are scheduled to be done through the Department but it would be good if the WEDC partners with her to ensure that they were as successful as possible and it was a joint effort.

Ms. Scott explained that she was there as a resource to the Committee and she hoped they would be there for her as a resource. The Committee and Department can work on different projects but hopefully there would be coordination and collaboration. Ms. Scott wanted to emphasize that the Committee does not work for Ms. Scott or the Department as there had been concerns about that raided in the past.

Ms. Scott said that she hoped that the Department, herself, and WEDC members would have a very collaborative relationship to advance community development efforts in Windham.

Developing Strategic Plan for WEDC

Ms. Scott put this on the agenda for discussion because a few WEDC members had asked if there was a plan in place already and if not, was one going to be developed.

There was thought about waiting until after the community survey is complete so as not to spend time on a plan and is in complicit with what the residents say they want. Many of the members felt that this would mean that a plan would not be in place until 2011, which was too far off. The survey results will be very useful to help define specific action items but it was felt that a general plan is needed to ensure the Committee is moving forward.

The Committee would like this item on the next meeting agenda for further discussion with some dates/events/projects listed as a starting point for discussion and planning purposes.

Election of Officers

Ms. D'Angelo stated that if a member felt that he/she had might have conflicts of interest that they should not hold an officer position due the amount of times they might need to step down. It was also mentioned that non-BOS appointed members could not hold officer position

A motion was made by Mr. Letizio to nominate Mr. Valentine as Chair. Ms. Donovan seconded. 10-0 vote in support.

A motion was made by Mr. Valentine to nominate Mr. Yennaco as Vice Chair. Mr. Gosselin seconded. 10-0 vote in support.

A motion was made by Mr. Gosselin to nominate Ms. Wasilisian as Secretary. Mr. McMahan seconded. 10-0 vote in support

Meeting Schedule

The Committee liked the current meeting schedule so unless changed, the WEDC will hold its regular monthly meetings at 7:30am on the 2nd Friday of the month at the Community Development Department.

State Surplus Land for Sale – BOS Input

The Board of Selectmen have asked for input from Planning Board, Conservation Commission, and the WEDC on state surplus land for sale, which is located at 16 Roulston Road.

After reviewing the material provided on the property, the consensus of the Committee was that this should not be purchased by the Town but should be sold and put back on the tax rolls.

Miscellaneous

The Greater Salem Chamber of Commerce Hidden Jewel Award and Distinguished Businessperson Award Nomination Forms were provided.

July 24th is the Delahunty Open House and Auction.

Adjournment

A motion was made by Mr. Valentine to adjourn the meeting and was seconded by Mr. Goesslin. 10-0 vote in favor. Meeting adjourned at 9am.

Respectfully Submitted
Laura Scott, Community Development Director