

**Windham Economic Development Committee (WEDC)**  
**Friday November 12<sup>th</sup> @ 7:30AM**  
**Community Development Department**  
**Draft Minutes**

In Attendance: Ralph Valentine- Chair, Al Letizio, Paul Gosselin, Amy Spencer, Sally D'Angelo, Bob Young, Bev Donovan, Jay Yennaco- Vice Chair, Diane Wasilisian-Secretary, Charlie McMahon and Laura Scott -Community Development Director

Absent: Sy Wrenn

Public: Stacey Bruzzese, Final Details Marketing Campaign discussion and review

7:40 am Ralph opened the meeting with introducing Stacey and giving her the floor to present the work collaborated on by her and Laura

Stacey proceeded by showing us the 2 page, 4 sided color piece of collateral that is 8 x 11.

As everyone reviewed the piece everyone started giving feedback.

Feedback to Collateral and discussion with Stacey:

- Ralph suggested we consider N & S on the map.
- Paul suggested shaded area of possible Business Development with direction as to where you were in reference to key points of interest.
- Laura talked about zoning map with major corridors
- General consensus to create map to show where major points of interest are in reference to Windham and major road ways
- Ralph then asked "why a map"?
- Stacey feels people will discuss specific info with someone at the Windham Economic Development first to find out what they need to know
- Ralph feels that "Where is Windham in Cross Reference to cross roads 93 and 111 would be of interest to most looking to come to Windham
- Jay felt that doing an insert with updates and a map on side panel made more sense
- Ralph felt notating distance from sea coast and usual locations of areas in the North east
- Al asked, "Who is targeted audience?"
  - Response to Al and committee was Commercial, Brokers, Businesses and Realtors
  - Laura explained she had nothing to give anyone who wanted to know more or was considering Windham
- Stacey proceeded to show something she did for Salem that was a visual map of the area with key at the bottom
- Ralph says they need to go somewhere else to find what they need to know like the internet
- Stacey explained she felt that people needed to know where things were located
- Sally asked, "why do we need non-profit listings and info
- Jay said, "looks like another opportunity to get donations from you rather than info that you can use

- Laura explained that the grant says that we will include non-profit info and it's a way to market the community
- Ralph summarized:
  - Salem visual example makes sense that Stacey shared with committee as viable option
  - Location references of where airports, seacoast and mountains etc are
  - URL to GIS town info
  - Looking to build or develop pointing to information that is informative and helpful for those in the beginning process of looking
  - Al suggested turning map around 90° to get area in corner for location key
  - Ralph wanted to know why Community Development rather than Economic Development on front of collateral piece
    - Laura said this is the dept's piece for commercial business
    - Laura said that community is understood better than Economic because we are marketing the community
  - Ralph asked for feedback from Charlie and Bev
    - Charlie's feedback as follows:
      - We are charged with direction of economic development promoting economic development in this town
      - Suggested we go back to why were are here
      - What happens when someone comes in and asks about traffic
      - Too much confusion as to what we are doing
    - Bev's feedback as follows:
      - Growing team
      - Benefits on inside
      - This is what we are – pictures
        - What about what we want to become?
  - Paul suggested we redo front w/map of what town is and take pictures away so we don't highlight just some companies
  - Stacey benefits on back and visual is attracting audience (talking about pictures and layout of front brochure)
  - Al suggested
    - Meeting everyone's needs
    - Is it something that directs them to website?
    - Tri-fold that is directed to specific audience with art work for each and dialed in at printer
    - Laura explained they don't have a color printer or the equipment to handle that type of piece of collateral
  - Sally suggest we not highlight one type of business that we should consider industrial businesses
  - Ralph Summary continued:
    - Economic development somewhere on collateral piece
    - Images of more diverse buildings in Windham
    - Introduce more options of photos to choose from
  - Stacey asked what does it look like to you and what would that be
  - Diane suggested we think of what we would like it to look like rather than what is here, so that we set the bar rather than this is it

- Laura needs current demographic data, because she only has old data. Ralph will share what he has gathered through his business
- Laura asked Al, “does the benefits of having a business in Windham section make sense?”
- Everyone agreed that benefits section is important and that Laura needs some of those key points
- Ralph Continued summarizing:
  - Windham info to back
  - Map- narrow and URL to GIS
  - No fax #
  - We do have water supplement by private water systems
  - Bev suggests link to NH Economic Development website
  - Diane suggested we think of this as a call to action piece

Stacey thinks of the collateral piece as more generic

Laura needs the following assistance from WEDC members:

- FAQ's
- Expand demographics
- Expand benefits

Suggested we remove stuff that is more defined for residential

Charlie suggest one number for each one on directory

Code requirements

Ralph thanked Laura and Stacey for their hard work in starting the collateral piece.

Minutes from Month of October review and approval deferred and scheduled for next Month

Ralph asked Paul to discuss survey, phone event and focus group.

The focus group: questions that were determined as some relevant and some not so much

Meeting of final review:

Some questions were scrapped

Some were rewritten

What was non-residential just rewrote as business (meaning it could be anything like a school)

Focused only on business

There are 12 questions total

Comfortable with what we have

Let us know any suggestions you have (asking committee)

Want to be up and live next week the 18<sup>th</sup> or 19<sup>th</sup> or 20<sup>th</sup> the latest

Ads running sooner

Ralph wanted to make sure we got good direction for when presenting in front of the selectman once the survey is completed.

Paul responded one piece of the puzzle 4,5 and 6 best questions and possibly remove 2 and 3

Bev suggested remove 1, 2 and 3 no real advantage

Ralph and Laura focus group brought forward these questions  
Laura commented majority of focus group were not development oriented and participating folks were very vocal

Paul suggest maybe combining 2 and 3

Charlie says sees combining 2 and 3

Why used business growth instead of economic development? People do not understand what economic development is, that was realized during focus group.

Sally asks about 9, 10 and 11 on water question (Sisters of Mercy surveying)  
Laura explained in process of researching phase now

9 and 10 AI suggest remove research from each question

AI says may see advantage of it coming to town

#8 Paul said mix use development hopefully makes sense to the voter

Ralph on 10 and 11 loves they have to put down town that resembles what the question is asking

AI believes that 10 and 11 will be like sign posts in discerning what everyone is thinking  
Most want business but don't want development

Don't understand the opportunity of local tax support

Paul said if they want Andover as an example, we can then say thanks

Ralph asked, "do we want to make motion to submitted to have changes emailed to Laura?"

Sally so moved and Bev 2<sup>nd</sup> it  
8 passed

Review of final items on Agenda:

#### Events

- Laura reviewed and discussed
  - Next Monday at the BOS Meeting the departments budget presentation includes
    - Training & Conferences
    - Website
    - economic development events
    - More marketing

Paul asked, "should someone attend Selectman meetings representing the WEDC on the 22<sup>nd</sup> for continuing study of watersheds?"

Al and Ralph suggested a motion to support sewer research funding of \$65,000 for continued sewer expansion study  
And Paul second  
8 voted – passed

Bev suggested get place holder

Sally suggested having a written document of some kind like a letter from WEDC to BOS

Al suggested we back it up with how it can bring in new business that will more than pay for itself. Al asked Laura, do you agree with that?

Laura said it is not the water just sewer.

Al said it promotes business here to protect water resources quality for Cobbetts Pond and Spicket river

Ralph suggests we tie it together with sewer that it protects watersheds while we build out

Paul said cost effective too. Tax revenue, will help and the large businesses will be happy and willing to connect up to the town water and sewer more than residential much more possibility to support.

Ralph said Al is saying this is a benefit and balance for the community

Laura suggests that Canobie Lake, Shadow Lake and Cobbetts Pond areas if sewer they will credit economic development and it allows for sustainable development

Laura discussed zoning amendments- moving ahead meeting every week.

Events: Village Green holiday stroll. Minor role by WEDC. It is 5-7pm Dec 4<sup>th</sup> Teresa from Windham Deli organizing it

Invite base businesses

Santa and Mrs Clause

Windham HS Choir is going to sing

WEDC- going to judge best decorating storefront – to vote on most spirited

Event: Jan 27<sup>th</sup> Economic Development Exp either 5-8 or 6-8

PTA & WEDC partnering

- Discounts for members of PTA to attend
- Don't do fund raising at school
- Expand business partners
- \$25 for a table for exhibitors free for PTA business partners
- Free Raffle possible round trip airfare ticket on SW
- Amy and Diane volunteered for committee
- Stickers w/PTA Business Partner on it

Ralph suggest Developers forum. The forum will help determine what can be done better and faster. Laura reminded Ralph that is on her department strategic plan and we can try to coordinate

Paul asked, "What actually is going on for development and support at the Planning Board -- Bev talked up what is going

Paul suggested setting support structure and guidelines with what is going on in town and participating in it

Laura mentioned Technical Review Committee TRC meetings 2<sup>nd</sup> and 4<sup>th</sup> Thursday of every month.

Sally looking forward to strategic plan and what we weigh in on.

Diane wants to be sure that everyone understands that we are we serious about what we are doing, otherwise our meetings don't mean much.

Bev believes we need to build those relationships

Laura said the strategic plan for WEDC needs to get done to know how much the committee can do

Ralph says it needs to be two way support between and by the WEDC

Paul said a lot of fluff but we need to be able to help

Sally believes there should be a home business forum

Motion to adjourn by Paul and 2<sup>nd</sup> by \_\_\_\_\_

7-0 to adjourn @ 9am

Submitted by  
Diane Wasilisian  
WEDC Secretary