

Town of Allenstown - Economic Development Committee
16 School Street, Allenstown, NH 03275
February 28, 2024

Call to Order

The Allenstown Economic Development Committee Meeting was called to order by Lisa Lemire on Wednesday February 28, 2024, at 6:33pm.

Ms. Lemire led the Pledge of Allegiance.

Roll Call:

Rich Caruso – Alternate	Ron Adinolfo
Lisa Lemire	Scott McDonald
Mike Frascinella	

Not present: Mike Landers, Chad Pelissier

Other: Derik Goodine – Town Administrator, Jim Rodger, Guest

Old Business

- **Boat Launch Ordinance**

The boat launch ordinance is Article 10 on the ballot.

- **May 19 Concert & Cruise Night**

Ms. Lemire said we need to determine the publicity, the outlets available for advertising, rework the signs and create web publicity. She said Craigslist, Facebook, and WMUR Community Calendar are all free. The Hippo Press was investigated. It's quite expensive at \$500 per ¼ page advertisement.

A group discussion ensued. Ms. Lemire will send an email to the Cruise Night contacts with the event details and flyer. Chair Frascinella reworked the flyers from last year. He will also use the same yard signs from last year and change the dates on them. The gym at AES was discussed as a alternate venue location, Mr. McDonald will ask Brian if we can use the gym, front hallway, and bathrooms prior to occupancy approval.

- **Historic Downtown Tour**

Chair Frascinella said we'll table this discussion until next time as he hasn't had a chance to really look at this.

- **Annual Town Report**

The EDC 2023 Report was submitted to the Finance Department.

- **2024 Event Calendar**

Chair Frascinella gave the group a calendar of events and asked if all of the dates are still acceptable. The group discussed gift card amounts and agreed to keep the Halloween amounts as is and to keep the new higher amounts for the Christmas contest going forward.

- **Spotlight on New Businesses**

Ms. Lemire said she reached out to three businesses in town.

FloraBella – Spoke to owner, Danielle LaValley, who also owns LaValley Farmstand in Hooksett and asked if she'd like to do the Spotlight for Businesses interview. The questions were emailed, no response back yet.

Complete Auto – Spoke to owner's spouse, Diane, who invited her to stop in anytime. She was asked if she'd like to do the Spotlight for Businesses interview as well. The questions were emailed, no response back yet. Ms. Lemire asked if business has picked up since the major increase in residents. She said there is some.

Andrew Thomas Landscaping – Spoke to owner, asked about the Spotlight for Business interview. The questions were emailed, no response back yet.

Chair Frascinella mentioned updating the categories if you notice a business can be found in more than one category on the online business directory. A news article is on the website about the updated business directory and residents will be encouraged to bookmark this page and use it as a resource before seeking products and services from out of town.

New Business

- **Hooksett Bridge Newspaper**

Chair Frascinella asked if anyone had a chance to look at the most recent issue of the Hooksett Bridge published mid-February. He would like to contact anyone in charge of organizations in town like the Boy's and Girl's Club, Senior Center, the school principal, fire department, etc. Ask them to write articles about news and events that can be sent to The Bridge. Chair Frascinella is willing to act as editor for these organizations if the article is written.

It was mentioned a story should be written about Sandy McKinney, a very influential woman in town, who passed away. She dedicated 20+ years to the town.

Mr. Frascinella said a memo should go out to all town departments to see if they have anything they want to contribute to the Hooksett Bridge and town website.

Ms. Lemire said she'll reach out to the three businesses and see if they would like to submit an article.

- **Recruiting Volunteers**

Chair Frascinella said we need to recruit department heads to write articles. The next issue will be published in May. We are blessed to have a team in Hooksett willing to publish articles about Allenstown.

Previous Meeting Minutes

January 31, 2024, Mr. Caruso motioned to accept the minutes. Mr. McDonald seconded. The group unanimously voted to approve the minutes.

End of Meeting

Next meeting is Wednesday March 13, 2024.

Mr. Caruso motioned to adjourn the meeting. Mr. Adinolfo seconded the motion.

All in favor:

Rich Caruso – Aye

Ron Adinolfo – Aye

Lisa Lemire – Aye

Scott McDonald – Aye

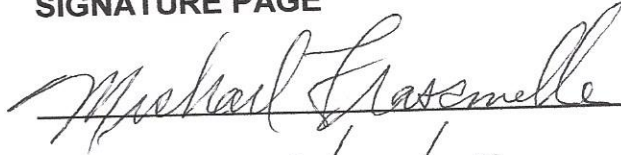
Mike Frascinella – Aye

The meeting adjourned at 7:21pm.

ECONOMIC DEVELOPMENT COMMITTEE

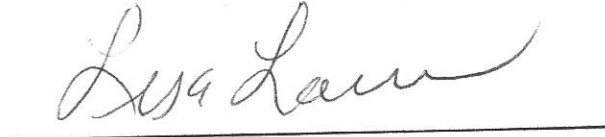
SIGNATURE PAGE

Michael Frascinella, Chair



Date signed 3/22/24

Lisa Lemire, Vice-Chair



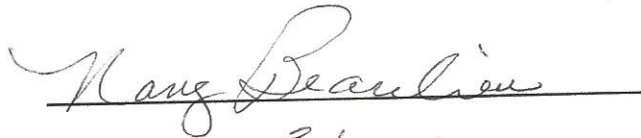
Date Signed 3-27-24

Ron Adinolfo, Member



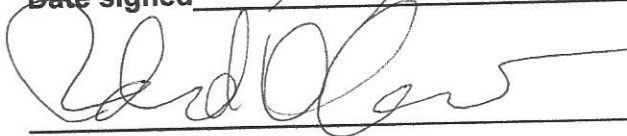
Date signed 3-27-24

Nancy Beaulieu, Member



Date signed 3/27/24

Rich Caruso, Alternate Member



Date signed 3-27-2024

Chad Pelissier, Alternate Member

Date signed _____

Mike Landers, Alternate Member

Date signed _____

Scott McDonald, Selectman Rep

Date signed _____