

Town of Allenstown - Economic Development Committee
16 School Street, Allenstown, NH 03275
March 27, 2024

Call to Order

The Allenstown Economic Development Committee Meeting was called to order by Lisa Lemire on Wednesday March 27, 2024, at 6:31pm.

Ms. Lemire led the Pledge of Allegiance.

Roll Call:

Rich Caruso – Alternate	Lisa Lemire	Mike Frascinella
Ron Adinolfo	Nancy Beaulieu	

Not present: Mike Landers, Chad Pelissier, Scott McDonald

Other: Derik Goodine – Town Administrator, Trish Caruso – Guest

Old Business

- **Boat Launch Ordinance**

Ms. Lemire said we need to create a dual use sticker with the Highway Department. Chair Frascinella said he reached out and hasn't heard back. Says we still have time to get that squared away as the season doesn't start until May. It was mentioned by Ms. Beaulieu, May is sooner than we think.

- **May 19 Concert & Cruise Night**

Ms. Lemire thanked Chair Frascinella for putting the concert flyers together. She and Ms. Beaulieu will post on Facebook, Craigslist, WMUR's Community Calendar, and email businesses on the directory. Ms. Lemire asked it if was too early to start promoting online.

Chair Frascinella stated he'd like to start by posting the full season flyer around town for a couple of weeks before posting the individual concerts. He's waiting on a photo from the Jennifer Mitchell Band to finish the flyer. Chair Frascinella would also like to post to the town Facebook page, he believes Derik Goodine has administrative access to this. In regard to WMUR, he would like to make sure the website is listed to drive interest and traffic to the town website.

Trish Caruso recommended posting events to the Happenings in NH Facebook group page. She also mentioned reaching out to the Suncook Rod & Gun Club. They host events as well. It might look good for both organizations to donate to cross support events. Chair Frascinella said he'll contact Suncook Rod & Gun Club.

Chair Frascinella said he checked on the yard signs for the events. He will need to shore some of them up with strapping before we use them.

- **Historic Downtown Tour**

Chair Frascinella said this has taken a back seat for now. We need to look at the photos the photographer took and choose what we'd like to use for the booklet.

- **Spotlight on New Businesses**

Chair Frascinella showed the EDC members on a screen the work that has been done on the business directory. The group discussed a few businesses they have had the pleasure of getting to know. Integrity Plumbing was mentioned. Also, a web design business on Main Street, OT Project. Lisa mentioned the possibility of this person helping with a more user-friendly town website.

Trish Caruso had concerns about the EDC members gathering info on that when that is in Derik's purview. Chair Frascinella mentioned that he and Derik had discussed the web issues and that it is on the back burner until things are running more smoothly at town hall.

Ms. Beaulieu was able to get the new hair stylist to fill out a spotlight interview. Chair Frascinella showed the EDC members on the screen the page he created for the spotlight of the hair salon listing their pertinent information and nice photos.

Trish Caruso asked where else these Spotlights will be posted. Chair Frascinella said he posted it on his website. Ms. Caruso mentioned putting it on the town Facebook pages and the Hooksett Bridge publication. She also suggested Allenstown EDC meet with the Hooksett EDC and share idea and learn about what they do in their committee to promote and connect with businesses.

Mr. Adinolfo asked if we have an area for business cards at the town hall. People can look at them or take one while they are waiting to register their vehicles.

Ms. Lemire asked if the group wanted to discuss the new daycare in the old Sunrise Church on Route 28. The group talked about the great opportunity this offers as daycares are a highly needed service.

Ms. Beaulieu said her business directory started out with 88 businesses. They have cleaned up the list and verified all but 23. 60 listings have been reviewed and updated.

New Business

- **Town News**

Chair Frascinella spoke to a couple of department heads about stories to promote happenings in town in the Hooksett Bridge publication. He would like liaisons to reach out to the department heads and encourage them to share what they have on the horizon. He mentioned speaking to Chad Pelissier about the new salt shed and doing an article on that. He also spoke to the police department asking about what they may have upcoming. He asked the group what organization in town they might like to work with on this.

- **Town News (Cont'd)**

Chair Frascinella said the new school should be a story. The town library used to have events that should be promoted in a news story too. Ms. Lemire mentioned the Aubuchon Hardware Monster Truck event. Chair Frascinella impressed stories in the Hooksett Bridge are a key in getting town news out.

Mr. Adinolfo suggested reaching out to the manufactured home parks and communities like 25 Canal who have community Facebook pages.

Trish Caruso suggested posting flyers and news at the Suncook Pond community room. Chair Frascinella said he has a friend who lives there, he can pass flyers to be hung.

- **Recruiting Volunteers**

The group will continue to solicit volunteers to help with EDC events.

- **Use of AES Gym**

Chair Frascinella went to a selectman meeting and said the EDC wants access to the gym at AES. He was told they have an engineering contractor to see what needs to be done with the building and a series of things that need to be done before an occupancy permit can be approved.

The group discussed the exciting possibilities the new building will allow the town to pursue, including naming a room or area after Sandy McKinney.

Previous Meeting Minutes

March 17, 2024, Mr. Adinolfo motioned to accept the minutes. Mr. Caruso seconded. The group unanimously voted to approve the minutes.

End of Meeting

Next meeting is Wednesday April 10, 2024.

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

All in favor:

Rich Caruso – Aye

Lisa Lemire – Aye

Mike Frascinella – Aye

Ron Adinolfo – Aye

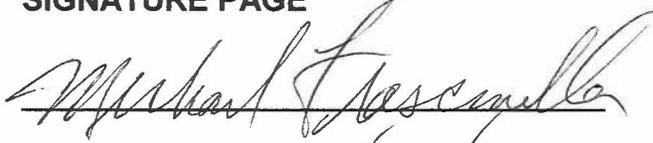
Nancy Beaulieu – Aye

The meeting adjourned at 8:10 pm.

ECONOMIC DEVELOPMENT COMMITTEE

SIGNATURE PAGE

Michael Frascinella, Chair



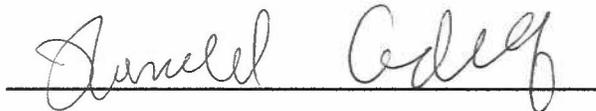
Date signed 4/29/24

Lisa Lemire, Vice-Chair



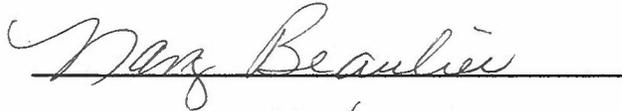
Date Signed 4-24-24

Ron Adinolfo, Member



Date signed 4-24-24

Nancy Beaulieu, Member



Date signed 4/24/24

Rich Caruso, Alternate Member



Date signed 4/24/2024

Chad Pelissier, Alternate Member

Date signed _____

Mike Landers, Alternate Member

Date signed _____

Scott McDonald, Selectman Rep

Date signed _____