

Town of Allenstown - Economic Development Committee
16 School Street, Allenstown, NH 03275
March 13, 2024

Call to Order

The Allenstown Economic Development Committee Meeting was called to order by Lisa Lemire on Wednesday March 13, 2024, at 6:30 pm.

Ms. Lemire led the Pledge of Allegiance.

Roll Call:

Rich Caruso – Alternate Nancy Beaulieu

Ron Adinolfo Mike Frascinella

Lisa Lemire

Not present: Mike Landers, Chad Pelissier, Scott McDonald

Other: Derik Goodine – Town Administrator

Old Business

- **Boat Launch Ordinance**

The boat launch ordinance was Article 10 on the ballot, and it passed last night in the town election. As previously discussed, the highway department will be going back to using dump stickers that will be valid as both a dump sticker and boat launch sticker.

Mr. Adinolfo suggested a board with plexiglass for the rules instead of ordering a sign. That way rules can be adjusted without needing to order a new sign for minor updates. Order one permanent sign that states boat launch use by permit only.

- **May 19 Concert & Cruise Night**

Chair Frascinella said he wants to keep pressing the selectmen on when we can start using the gym AES as an alternate venue location. Mr. Caruso said he'll ask Brian to see when we can realistically expect to have access. It has to do with occupancy limits dependent on building use.

Ms. Lemire said she will send the flyer for this event to WMUR if Chair Frascinella sends it to her.

Chair Frascinella said he has a website to advertise Out on Bail as well as the entire 2024 event calendar. He also mentioned we already have about two dozen yard signs for the events. He has flyers for all four concerts and will have them printed at the town hall. Ms. Beaulieu will keep a list of where the signs and flyers are posted.

- **Historic Downtown Tour**

(Skipped Over)

- **Annual Town Report**

The annual town report is available at the town hall.

- **Spotlight on New Businesses**

Ms. Beaulieu has a list she's been maintaining of all the businesses in town and expressed how she's enjoyed this project and getting to know people and businesses in town. Mr. Adinolfo said he has met two new business owners. Nick, a plumber, has lived in town all his life. The other is an electrician. Ms. Beaulieu mentioned a new salon, Small Town Styles, next to the old Pizza Market. Erika Serrecchia is the owner and she's lived in town her whole life. Ms. Beaulieu asked her if she'd be willing to do a spotlight.

*Multiple conversations going on, hard to hear what is being said and what I should be noting.

New Business

- **Town News**

Chair Frascinella said he'd like to get community organizations, heads of town departments, school principals and others to write about upcoming news and events for the May publication of the Hooksett Bridge and other outlets. He said he is willing to act as an editor if the organizations write the bulk of their news article.

A group discussion ensued where a town newsletter was discussed. It was mentioned a newsletter was tried in the past and it didn't take off. The idea was to create one and post a link to it on the local Facebook groups.

There is a town email list, but there are not many participants signed up and it's not clear who is receiving what emails. Ms. Lemire mentioned calling Zendesk to see if they can help with the town email list.

The town website needs to be marketed better than it is. Linking to the website should be as easy as one click to get to the pertinent information when posting on Facebook and social media. Chair Frascinella is going to ask Derik to add a link to the top menu on the town website for community events. Also ask Derik if EDC can post events on the Allentown Facebook page.

- **Recruiting Volunteers**

Ms. Lemire reached out to Donna Merrill at Hillsbrook and Lori, a local hair stylist, if they would like to volunteer for the EDC. Ma. Beaulieu said she was approached by someone recently wanting to help. There may be more interest in volunteering when we offer new events once we can use the AES facility.

Previous Meeting Minutes

February 28, 2024 – Not ready yet.

End of Meeting

Next meeting is Wednesday March 27, 2024.

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

All in favor:

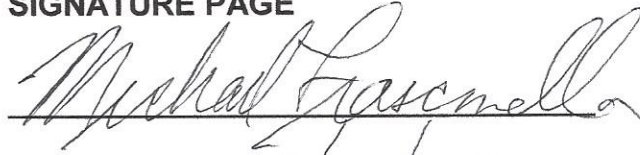
Rich Caruso – Aye	Nancy Beaulieu – Aye
Ron Adinolfo – Aye	Mike Frascinella – Aye
Lisa Lemire – Aye	

The meeting adjourned at 8:06 pm.

ECONOMIC DEVELOPMENT COMMITTEE

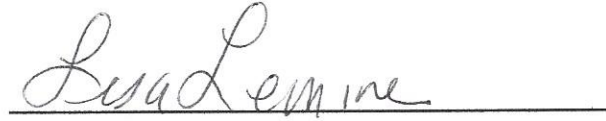
SIGNATURE PAGE

Michael Frascinella, Chair



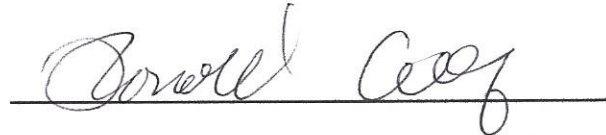
Date signed 4/10/24

Lisa Lemire, Vice-Chair



Date Signed 4-10-24

Ron Adinolfo, Member



Date signed 4-10-24

Nancy Beaulieu, Member



Date signed 4/10/24

Rich Caruso, Alternate Member

Date signed _____

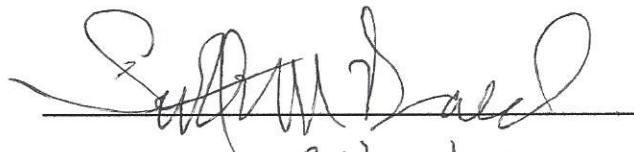
Chad Pelissier, Alternate Member

Date signed _____

Mike Landers, Alternate Member

Date signed _____

Scott McDonald, Selectman Rep



Date signed 4/10/24