

ECONOMIC DEVELOPMENT COMMITTEE

Regular Meeting

Town Hall

16 School Street

Allenstown, New Hampshire 03275

July 11, 2018

The July 11, 2018 meeting of the Economic Development Committee was called to order by Chairman Mike Frascinella at 6:35 p.m. He called for the Pledge of Allegiance.

Roll Call

Jeffrey Venegas, Mike Frascinella, Ryan Carter, Thomas Kaempfer, Chad Pelissier
Allenstown staff: Derik Goodine, Town Administrator

Old Business

Skating Rink – Determine whether ARD field is our primary site and whether we have approval from the School Board. Fill in proposal details for that site.

Chair Frascinella told the Committee members that he and Mr. Pelissier walked and examined the field next to the ARD school. He said that it is an ideal site. It will cost some money to build the rink, but it is downtown and therefore safer than the other sites.

Mr. Venegas said that he met with the principal of ARD, Shannon Kruger, and she is very supportive of the idea of a skating rink. She said that they have been approved for new playground equipment but they can position that to accommodate the skating rink. Mr. Venegas proposed looking into a skate park that would be located in the parking lot. He said that he spoke with Kris Venegas, Chairman of the School Board, and she supports the idea for a skating rink but cautioned that it is a lot of work. She said that one person should be in charge of the maintenance. Mr. Venegas added that the rink would be closed during school hours, so it would have to be made secure. He added that they should have a backup site.

Mr. Carter said it was good to know that they are open to the skating rink and a skate park.

Mr. Pelissier said that Allenstown once had a skate park, but it was closed down. He said that the equipment was stored somewhere.

Mr. Goodine said that three of the communities he has worked in had skating rinks. He said the biggest challenge was snow removal and resurfacing. One of the communities had a cover for the rink to keep snow off the ice and to keep the sun off as well.

Mr. Pelissier said that when Allenstown had a skating rink years ago, the Highway Department was great about clearing the rink. Town and church volunteers helped too.

Chair Frascinella said that the area at ARD is five times bigger than the size of the proposed rink, so they will have to decide where to place it. He said it should be as close to the school as possible.

Mr. Kaempfer said that they might be able to leave the rink up year-round, rather than taking it down at the end of each winter.

Review updated Business Directory and weed out unneeded categories.

(<http://www.allenstown-alt.org/edc/business-directory-prototype-categories.htm>)

Chair Frascinella said that he was going to put on the screen a compilation of what he and Mr. Kaempfer did so that they could look at it together.

Mr. Kaempfer asked if the list from the Secretary of State (SOS) had categories.

Mr. Carter suggested that they wait until they get enough feedback from businesses that want to be included in the directory before creating the categories.

Chair Frascinella said that the list from the SOS office included all of Pembroke and Allenstown, all businesses in the 03275 zip code. He suggested deleting the Pembroke businesses, except for the ones in Suncook Village (Main Street and Glass Street), because the Board of Selectmen had asked that Suncook Village be included in the directory.

Mr. Kaempfer said that by filtering out those businesses with expired status, duplicates and all of Pembroke except for those on Main and Glass Streets, the list of 3,643 is narrowed down to 207.

Review sample Request for Business Information to be submitted to the BOS.

<http://www.allenstown-ali.org/edc/request-for-business-info.pdf>

Chair Frascinella asked if anyone could suggest a less tedious way to contact businesses for their information.

Mr. Venegas responded Facebook.

Chair Frascinella said that the Police Department Facebook page is a hodge-podge. He said that someone manages it as a back-burner project. He said that the list should be verified and updated every year. He said that bulletin boards, PSAs on the radio and newspapers could be used to encourage businesses to update their data.

Mr. Pelissier said that they should ask businesses what data they want published. Home businesses might not want foot traffic, so they might not want their address published.

Chair Frascinella indicated that there is a 'Do Not Publish' column at the far right. He said that if a business does not have a website, that line should be deleted so they don't look bad for not having one.

Mr. Venegas said that this directory will encourage people to 'buy local; shop local.'

Mr. Carter said that it would be great if members of the public had the ability to click on an email and get a 'business card' via text or email. It would be an interesting format.

Chair Frascinella said that the secondary value of this directory is that it could be turned into a printable pamphlet which could be on the counter at the Town Clerk's office.

Mr. Pelissier said that they could be included in the new resident packets given out by the Town Clerk's office.

Discuss how Facebook is used by the Police Department and whether we can use that as a model for the EDC.

Chair Frascinella stated that he has been unsuccessful getting in touch with the Police Department. He will try again tomorrow.

Mr. Venegas said that they have one at the Library which has basic information

Mr. Goodine said that if they could give him some time, he would develop a Facebook page for the Town.

Mr. Pelissier said that Facebook is a better source than the Town website.

Determine whether Matt Monahan has been able to explain the applicability of the Economic Revitalization Zone (RSA 162-N)

Mr. Pelissier said that he spoke with Mr. Monahan and learned that the Economic Revitalization Zone (ERZ) is a tax credit on the State business tax if a business develops or expands in the defined zone. According to DRED, the ERZ in Allentown has been established and all required paperwork has been filed with the State. Mr. Pelissier said that Mr. Monahan will provide ideas for taking advantage of this.

New Business

Review Tom Kaempfer's sample Business Plan as a template for an EDC Business Plan.

<http://blog.nheconomy.com/wp-content/uploads/2017/10/NH Amazon HQ2.pdf> (78 pages, 15 MB)

Mr. Kaempfer said that they could pull out some good ideas from this 78-page plan and prepare a shorter plan for Allentown. As an example, he said they could highlight the Town's excellent location, noting its proximity to Concord and Manchester.

Chair Frascinella said they could play up the tax benefits and low property values.

Mr. Pelissier said that Allenstown is a prime location for doctors, lawyers and CPAs to locate offices because of affordable rent, an easy commute from Manchester and Concord, ample parking and low traffic counts.

Chair Frascinella reported that the 4-H Camp at Bear Brook is being renovated as a rental property. Available land near the park would be an ideal location for a sporting goods store because of all of the snowmobile, cross-country skiing, snow shoeing and mountain bike activity in the park.

Mr. Carter said that they need to look at ways to use this business plan to create a plan for promoting Allenstown. It would show that the Town is prepared and welcomes new development.

Mr. Pelissier said that, with the high schools and colleges in the area, there would be opportunities to create internships.

Mr. Kaempfer said that if a large business expresses interest in locating in Allenstown, the plan could be made concise for just that business. The plan should emphasize points which make Allenstown unique.

Mr. Pelissier said that the plan could be tailored for a specific business. It would show that the Town wants them.

Mr. Venegas said that including traffic counts would provide valuable information to prospective developers.

Mr. Kaempfer said that having one key anchor store would encourage others.

Mr. Goodine said that it would be helpful if they could extend sewer into areas where development is desired. He said that one challenge is the State's reluctance to approve entrances onto State roads. He noted that Derry devotes a large section of its website to attracting businesses.

Mr. Carter suggested that the Committee outline categories to focus on.

Mr. Venegas suggested that each member go through the sample plan and make an outline of ideas.

Chair Frascinella pointed out that Allenstown has many historic places in the downtown area. He said the business plan could feature maps of the different areas of the Town.

Mr. Goodine said that he would work to locate the Town mailing list.

Mr. Pelissier said that they should kick ideas around with people they know to get more input. He said that if the list can be narrowed down to about 90, a mailer would be feasible.

Chair Frascinella announced that the next meeting will be July 25, 2018.

On motion of Mr. Carter, duly seconded by Mr. Pelissier, it was voted to adjourn at 8:17 p.m.

**SIGNATURE PAGE
ECONOMIC DEVELOPMENT COMMITTEE
JULY 11, 2018**



Michael Frascinella, Chairman

Date signed 8/29/18

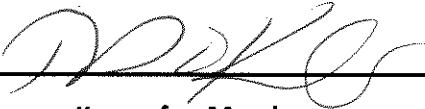


Chad Pelissier, Vice Chairman

Date signed 8/29/18

Jeffrey Venegas, Member

Date signed _____



Thomas Kaempfer, Member

Date signed 8/29/18

Ryan Carter, BOS Ex-Officio Member

Date signed _____

Sandra McKenney, BOS Ex-Officio Alternate Member **Date signed** _____