

ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
Town Hall
16 School Street
Allentown, New Hampshire 03275
February 22, 2018

The February 22, 2018 meeting of the Economic Development Committee was called to order by Chair Frascinella at 6:40 p.m. He called for the Pledge of Allegiance.

Present on the Committee: Sandy McKenney, Chad Pelissier, Mike Frascinella, Jeffrey Venegas

Old Business

Skating Rink – Review updated materials, costs and sources. Work on an outline for a proposal for next winter

Mr. Venegas stated that pre-fab skating rinks are available. They are easy to set up and take down. However, a 60 X 100 square foot rink would cost about \$7,000, which is twice the estimated cost for building a rink.

Mr. Pelissier added that if they do not use interlocking eyebolts at the ends and if they determine that a tarp is not needed, they will shave \$2,400 from the \$3,600 estimated cost.

Chair Frascinella said that he priced mending plates, which could be used instead of interlocking eyebolts, and they would be much less expensive.

Ms. McKenney reported that she checked with the Fire Department and they said that permission would be needed from Pembroke Water Works to use the nearby hydrant to flood the rink if it is located at Volunteer Park. Also, the hydrant is not winterized. Ms. McKenney will contact Pembroke Water Works.

Mr. Pelissier said that perhaps Pembroke would be willing to change the hydrant, given that Pembroke children would be able to use the rink.

Chair Frascinella said that he referred to Ms. McKenney's list to prepare a proposal. He also noted that the idea of a skating rink was listed on the 2016 charrette.

Ms. McKenney stated that people should be recruited to serve on the Parks & Recreation Committee.

Mr. Pelissier said that there is money to be made at the concession stand.

Chair Frascinella suggested asking businesses such as Associated Grocers to donate \$100 to the project in exchange for having their name on a sign.

Mr. Venegas suggested looking at other activities to promote community, such as kayak races on the river.

Mr. Pelissier added that duck races would be good, as well as a farmers' market and bowling activities. He said that in the past, the church organized a lot of group activities.

Chair Frascinella asked for discussion on hours of operation for the skating rink.

Mr. Pelissier said that it could be open in the daytime and Friday & Saturday nights, using the Fire Department's flood lights.

Mr. Venegas suggested renting out the rink to groups.

Ms. McKenney raised the issue of accepting cash donations versus donation of materials, saying that cash donations probably could not be accepted by the Town. These would have to be accepted by a non-profit organization, a 501-C.

Chair Frascinella asked about insurance.

Mr. Pelissier suggested checking with White's Park in Concord and with Epsom to see what they have for liability insurance.

Ms. McKenney stated that Iris Pond is a good alternative as long as safety issues are addressed. She said it would be much less expensive because plowing would be the only expense.

Mr. Venegas said that Iris Pond would be a good Plan B.

Mr. Pelissier said that Iris Pond is a better location for children to get to without needing transportation, his only concerns being snowmobiling and ice fishing activities. He suggested that caution tape could be used to separate the skating area from the rest of the pond. He said that visibility is good at the Iris Pond location, and a canopy could be used for a concession stand. A food truck would be another alternative.

Mr. Pelissier said that they could plow two areas – one for skating and one for hockey. Regarding lighting, they could start with the Fire Department lights and later install lighting on a timer.

Chair Frascinella suggested making two lists: one for Volunteer Park and another for Iris Pond.

Chair Frascinella stated that storage space needed would be minimal for Iris Pond versus Volunteer Park.

Ms. McKenney said that music would be a nice amenity.

Marketing Plan – Discuss several online marketing plans for a small town

Chair Frascinella mentioned the websites listed on the agenda. He summarized some of the best ideas presented on these sites. The purpose of a marketing plan is to match the target market, the product/service, and the marketing message so that they work together to achieve an objective. He said a plan should list outdoor attractions, sporting events, cultural attractions, historical sites, and dining and lodging offerings. Online and print materials could list attractions, promote a primary attraction, and provide directions from a well-known location. The question is: What do you want to be known for? He asked the Committee members to look at some of these sites before the next meeting.

Featured properties – Consider developing a web page to market selected properties

Chair Frascinella noted that Pembroke featured a town-owned property for sale on its site.

Mr. Pelissier said they could feature town-owned or private property for sale. If they had funding for it, they could prepare a preliminary site plan for area real estate agents.

Chair Frascinella said that they should find out if the Town website could feature private commercial properties for sale, and then feature Big Jim's property.

Mr. Pelissier suggested checking with Mr. Stark, the Town Administrator, about what approvals would be required. He emphasized that the current tax base is mostly stick built homes and mobile homes. The tax rate could be reduced if the Town had more commercial development. He added that the problem has been that some residents don't want business development.

Ms. McKenney said that if the tax exemption warrant article passes, a letter could be drafted to all real estate agents. She will compile a list of agents in the area.

New Business

Discuss ideas for developing a business park, possibly on town-owned land

Chair Frascinella suggested putting off this discussion until Mr. Carter is in attendance, since he has some good ideas on the subject.

Discuss implications of the Economic Revitalization Zone (RSA 162-N)

Chair Frascinella suggested that Committee members read about the Economic Revitalization Zone on the Town website so that they can discuss it at the next meeting. The State Department of Resources and Economic Development offers Economic Revitalization Zone tax credits for development of unused, underutilized and vacant properties.

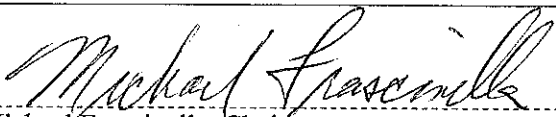
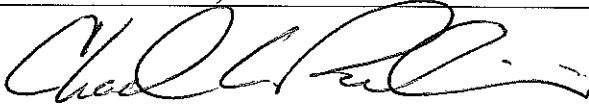
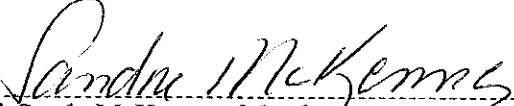
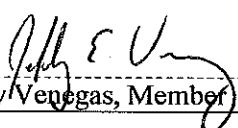
Ms. McKenney suggested proposing to the BOS the Volunteer Park skating rink site first, and if there is pushback about the expense, suggesting Iris Pond as a less expensive alternative.

The next meeting was scheduled for Wednesday, March 14, 2017 at 6:30 p.m.

On motion of Ms. McKenney, duly seconded by Mr. Pelissier, it was voted to adjourn at 8:23 p.m.

MICHAEL FRASCINELLA, CHAIRMAN

Signature Page

Approvals:	
 ↑ Michael Frascinella, Chairman	3/15/18 Date
 ↑ Chad Pelissier, Vice Chairman	3/15/18 Date
 ↑ Sandy McKenney, Member	03-15-18 Date
↑ Ryan Carter, Selectman (Ex Officio)	Date
 ↑ Jeffrey Venegas, Member	3/15/18 Date