

ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
Town Hall
16 School Street
Allenstown, New Hampshire 03275
July 25, 2018

The July 25, 2018 meeting of the Economic Development Committee was called to order by Chairman Mike Frascinella at 6:42 p.m. He called for the Pledge of Allegiance.

Roll Call

Jeffrey Venegas, Mike Frascinella, Thomas Kaempfer

Allenstown staff: Derik Goodine, Town Administrator

Chair Frascinella said that Mr. Goodine could be the Select Board representative for this meeting.

Old Business

- **Review Derik Goodine's findings regarding the business directory module that is part of the Town's web services.**

Mr. Goodine displayed the Wolfeboro website in order to view its layout, and then he displayed the Allenstown business directory prototype website created using a content management system (CMS), which is a module available as part of the Town's web services. He explained that the categories of information can be mandatory or not.

Chair Frascinella added that non-mandatory categories can be unchecked.

Mr. Goodine said that there is a lot of information with this software but he hasn't yet had time to go through all of it.

Chair Frascinella suggested creating a category of users with Read-Only privileges, including Mr. Goodine and EDC members. He said that it is good to have this software tool, but they also need to go after the information from the businesses. He said that we are paying big bucks for maintenance of the website and want them to tell us how to use it, whereas they are telling us that they have to do it. He asked Mr. Goodine if there is end-user documentation regarding how well the software works.

Mr. Goodine responded that there is. It is under CMS Client, User 10. He added that he has Google Analytics to track and report website traffic. Mr. Goodine went on to say that the Town email list totals 1,600, but when duplicates are deleted, there are about 400.

Chair Frascinella asked Mr. Goodine to add this item to the agenda for the next BOS meeting. He said they need to press the Board to allow the EDC to start collecting data on businesses.

Mr. Goodine suggested that there might be a place for an icon or a picture. He said this site is a work in progress, and they can make additions and changes as they progress.

- **Skating Rink: Review findings of Jeffrey Venegas from the School Board regarding use of the ARD field as the primary site. Review the ARD site details in the skating rink proposal.**

Mr. Venegas said that he will forward to School Board Chair Kris Raymond the proposal for the skating rink at the ARD field.

Chair Frascinella stated that he included a list of the reasons why ARD is the best choice of the three sites being considered. These are the reasons: closest to downtown, safest, no tarp is needed (\$1,000), and there is a water source nearby. Regarding the idea of a skate board park, Mr. Venegas said that the small parking lot next to the small, vacant building behind the church would be ideal. He said that meeting with representatives of the School Department would be the next step. He added that it is good to be working with the School on these projects.

Chair Frascinella said that Mr. Stark has told him that when a Town facility is offered for public use and no admission is charged, the Town is not liable for anything that happens on that property.

Mr. Kaempfer said that the School Department likely has its own counsel with whom they could check on the issue of liability.

Mr. Venegas said that Kris Reynold's brother, who is in charge of a skating rink in Colorado, is paid a stipend to maintain it.

- **Compare notes regarding topics in the State's sample business plan that should be part of Allenstown's business plan.**

Mr. Venegas said that he has picked the brains of people he knows in the business world to find out what is important to them when choosing a location for a business. He said that town regulations are at the top of the list. Also important is community pride.

Chair Frascinella stated that there is a well-developed checklist for Planning Board applicants. The Board first looks for a conceptual design and invites the applicant to meet with them. He said that Matt Monahan of the Central NH Regional Planning Commission goes through the design. The Planning Board cannot deny a business's proposal unless it violates local ordinances or State laws. Chair Frascinella said that Mr. Monahan has created a one-page form listing the documents applicants will need.

Mr. Kaempfer suggested that this list could easily be added as an appendix to the Town's business plan.

Chair Frascinella said that in his section entitled 'Live Cheap and Thrive' he stated that Allenstown's Planning Board is committed to stable economic growth and has a close, collaborative relationship with the Central NH Regional Planning Commission. He listed the four Allenstown qualities to play up: great location, low cost of living, healthy economic growth and lots of opportunities for recreational activity.

Mr. Venegas said that he would like to see one big business locate in Town.

Chair Frascinella said that a buyer could purchase the land for sale on Pork Chop Hill, sell the gravel, and develop lots for sale. Also, Manchester Sand and Gravel has a development of high-end homes going in just over the southern border of Allenstown. They could be enticed to shop in Allenstown if businesses would locate there.

Mr. Venegas stated that he would like to see outlet stores, perhaps. He said they need to promote community spirit and capitalize on assets, such as the river. He added that Bear Brook State Park is often looked at as a negative because it takes up so much land and pays no taxes. However, it could be turned into an asset if, for example, a sporting goods store could be located at the beginning of the park.

Mr. Kaempfer said that he sees many opportunities at Bear Brook. He said they only collect fees from Memorial Day to Columbus Day, but there is year-round activity of all sorts, and half of the license plates are from Massachusetts.

- **Discuss progress on reducing the Secretary of State's Excel list of over 3,600 registered businesses to a more manageable size.**

Mr. Venegas and Mr. Kaempfer said that they had not yet had a chance to do anything with the list.

Mr. Venegas said that there are several websites which collect data on businesses, and he will look into them. He is hoping they might be able to separate Allenstown businesses from the lists, which often include Pembroke and Epsom.

New Business

- **Confer with Deb Avery, NH Department of Economic Development, about support that her department can provide to the EDC.**

Mr. Kaempfer reported that Ms. Avery's department recruits businesses for New Hampshire from worldwide sources. She plans to attend the September 12, 2018 meeting of the EDC because she wants to know how her department can help Allenstown.

Chair Frascinella questioned whether the skate board park should be a separate proposal from the skating rink proposal.

Mr. Venegas said that it should be separate. He will check with the PTO about getting involved in this.

Chair Frascinella asked about other communities with skate board parks.

Mr. Venegas said that others have them, including Concord. He said that he and his brother-in-law plan to offer their services to the Parks and Recreation Committee, and that would be a good group to get involved in this.

Chair Frascinella schedule the next meeting for August 8, 2018.

On motion of Mr. Venegas, duly seconded by Mr. Kaempfer, it was voted to adjourn at 7:50 p.m.

Signature Page
Economic Development Committee
July 25, 2018



Michael Frascinella, Chairman

8/08/18

Date



Chad Pelissier, Member

8/8/18

Jeffrey Venegas, Member



Thomas Kaemper, Member

8/8/18



Ryan Carter, BOS Ex-Officio Member

07-07-18