

Town of Allenstown - Economic Development Committee
16 School Street, Allenstown, NH 03275
May 24, 2023

Call to Order

The Allenstown Economic Development Committee Meeting was called to order by Lisa Lemire on Wednesday May 24, 2023, at 6:31pm.

Lisa Lemire led the Pledge of Allegiance.

Roll Call:

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

Not present: Chad Pelissier, Mike Landers, Jim Rogers

Other: Unidentified guest

Old Business

- **May 21 Concert/ Cruise Night Wrap-up**

Ms. Lemire asked the committee what they thought about the most recent Cruise Night and Concert. What went well? What didn't go as planned? How could we do things differently?

Mr. McDonald noted the vibe was good and people seemed like they were having a nice time. There were lots of people in the neighborhood around the town hall enjoying the concert from their porches or lawns. There were compliments for the band.

Ms. Beaulieu agrees with everything Mr. McDonald said. She also mentioned the crowd this year was a little bigger than last year.

Mr. Frascinella said the band got there a lot sooner than expected. They were setting up an hour before the event. The food vendor was steady from the start to the end of the event. He did a headcount twice and counted over 60 people total. He heard lots of great compliments about the band and the food.

The negative of the event was that only 7 cars showed up to the Cruise Night part of the event. Deerfield had a huge Cruise Night that was rained out Saturday night that was moved to Sunday.

Discussion ensued by the group regarding things that could have been done differently to bring more cars in and it was concluded that the rain date of the NH Muscle Car Group in Deerfield was what impacted Allenstown's event. It was their first big show with a fundraiser from 10-3.

- **May 21 Concert/ Cruise Night Wrap-up (Cont'd)**

Ms. Beaulieu said she received some feedback from someone who showed up because they got the flyer for Allenstown's event at the Candia Car Show. They said to keep passing out flyers and people will start coming. Her and Lisa plan on going back to Candia to pass out more flyers for future events.

The group continued to discuss other shows to attend and hand out flyers for Allenstown's future Cruise Nights. It was also discussed that 3 hours was better overall than 2 hours last year.

- **U.S. Flags, Welcome Signs & Hometown Hero Banners**

Chair Frascinella spoke to Matt Seiler who said he has a few new banners that need to be hung. It's an excellent way for families to honor town veterans. One of the banners actually brought together two families who shared a common ancestor.

- **Boat Launch**

Chair Frascinella said Mr. Pelissier was not at the meeting so there was nothing to speak about at this time.

- **Historic Downtown Tour**

Chair Frascinella said he hasn't been able to get out to take comparison photos. Anyone who has a copy of the tour booklet is encouraged to take a photo if they're able.

- **Townwide Yard Sale**

Chair Frascinella said as of the meeting on May 24, 2023, only 3 people had signed up for the townwide yard sale. Wants to keep spreading the word so more people will sign up because the event is in a couple of weeks.

New Business

- **June 25 Concert Prep**

Chair Frascinella handed out some info regarding a marketing schedule to get the word out about the Cruise Night and Concert events. Mentioned they are already behind the 8 ball on the June 25, 2023 concert.

The food vendor mentioned he may hire a few kids to help him because he was so busy. Chair Frascinella spoke to Michelle Buckland and asked about a few of the students from ARD going to work with the food vendor.

Chair Frascinella said he'd like to have a Project Manager to delegate tasks according to the schedule he has created for the Cruise Night and Concerts.

Mr. Caruso volunteered to be the June 25 Cruise Night and Concert event Project Manager.

- **June 25 Concert Prep (Cont'd)**

Chair Frascinella said an updated flyer needs to be designed, printed, and posted around town. Yard signs are ordered. Once they come in, they need to be attached to a stake. He mentioned, in a strong wind the signs are likely to bend when attached to a single stake.

- **Potential New Business**

Chair Frascinella mentioned a new landscaping business, Andrew Thomas Landscaping, has moved into Allenstown. They are located behind Complete Autobody next to Mega-X. Chair Frascinella is planning on doing a new business interview and spotlight.

Chair Frascinella said he was still waiting to find out if anyone is moving into the old wood priming business on 28. Also mentioned there are two empty businesses spaces next to Subway.

The group discussed how the EDC should and can be helping to promote intown businesses. It was mentioned that Sully's will be adding a walk-in beverage cooler to the end of the store closest to Dunkin' Donuts and construction is supposed to start late summer. The group can help promote businesses and things like that.

- **EDC T-Shirts**

Ms. Lemire said the T-shirts should be ready by the next event. She also mentioned that she and Nancy are working on a letter to solicit donations from the businesses in town. They are hoping to have a draft within the next week or two.

- **Previous Meeting Minutes**

No minutes to review at this time.

End of Meeting

Next meeting is Wednesday June 14, 2023.

Ms. Lemire asked if anyone had any other input for the meeting. The guest said, she and her husband had a lovely time at the concert. A short discussion between the guest and the EDC and feedback was noted.

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

All in favor:

Rich Caruso (Alternate) – Aye

Nancy Beaulieu – Aye

Lisa Lemire – Aye

Mike Frascinella – Aye

Ron Adinolfo – Aye

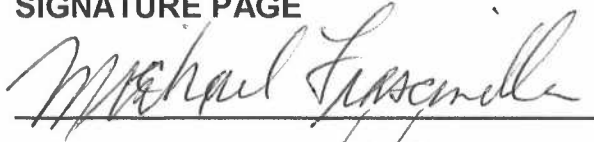
Scott McDonald – Aye

The meeting was adjourned at 7:38 pm.

ECONOMIC DEVELOPMENT COMMITTEE

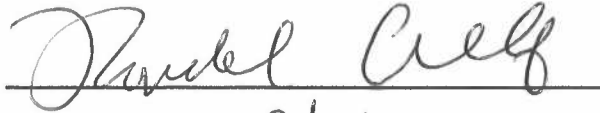
SIGNATURE PAGE

Michael Frascinella, Chairman



Date signed 9/6/23

Ron Adinolfo, Member



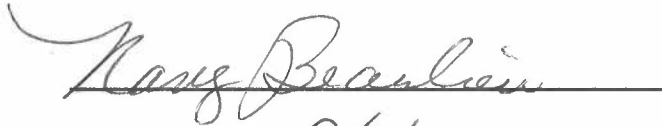
Date signed 9/6/2023

Lisa Lemire, Vice-Chair



Date Signed 9/6/23

Nancy Beaulieu, Member



Date signed 9/6/23

Scott McDonald, Selectman Rep.

Date signed _____

Rich Caruso, Alternate Member

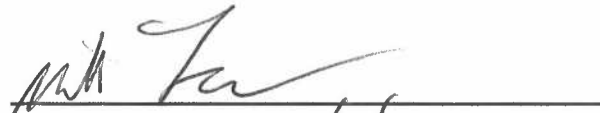


Date signed 9/6/2023

Chad Pelissier, Alternate

Date signed _____

Mike Landers, Alternate Member



Date signed 9/6/23