

Town of Allenstown - Economic Development Committee
16 School Street, Allenstown, NH 03275
June 14, 2023

Call to Order

The Allenstown Economic Development Committee Meeting was called to order by Lisa Lemire on Wednesday June 14, 2023, at 6:40 pm.

Lisa led the Pledge of Allegiance.

Roll Call:

Rich Caruso– Alternate

Mike Frascinella

Nancy Beaulieu

Ron Adinolfo

Lisa Lemire

Not present: Chad Pelissier, Mike Landers, Jim Rogers, Scott McDonald (at the beginning of the meeting)

Others: Derik Goodine – Town Administrator, Diane Adinolfo

Old Business

- **June 25 Concert and Cruise Night**

Ms. Lemire said that she, Ms. Beaulieu, and Chair Frascinella went to Candia's Cruise Night and passed out 100 flyers. She mentioned that she has posted the next event on Facebook. Ms. Lemire and Ms. Beaulieu also went to Arnie's in Concord to pass out flyers and had some positive responses.

Mr. Caruso asked Chair Frascinella about contact info for Jamie the food vendor so he could confirm for June 25. Chair Frascinella will send it after the meeting. He said he contacted Michelle Buckland, and she will be out of town, so there will be no ARD there.

Mr. Frascinella asked if anyone has heard about the fire truck. Mr. Adinolfo responded that he had spoken to Chief Lambert, if there's a duty fire fighter, there will be one here and ambulance too.

Mr. Caruso said he tried to get in touch with Jamie Martel to put a message on the marquee, but the marquee died. She said she could get the flyer in front of the parents.

Mr. Frascinella heard back from Chad and he may not be able to get to putting up the canopy for the concert. He will need to mow and set up the frame. If it's not up by Thursday, he won't be able to put it up.

Chair Frascinella said everyone should be on standby to put the canopy together if it can't be done by Chad. He also said that the Saturday before the concert the Cruise Night signs need to be put out.

- **June 25 Concert and Cruise Night (Cont'd)**

Ms. Lemire said she will bring George again and they will put up the signs for Cruise Night the Sunday before the concert.

Mr. Frascinella said he was going to do another e-mail push and keep beating the streets with the Cruise Nights. Asked if anyone had been to the Cruise Night at the Manchester Firing Line on Monday nights? Discussion ensued and lots of these events are being rained out.

Chair Frascinella commented on how great the Concert yard signs look all around town. The group spoke about yard sign strategies for placement. Their discussion continued about the Jennifer Mitchell Band and that she may bring a following to the concert.

At 6:55:26 pm Scott McDonald joined the meeting.

- **Boat Launch Improvements**

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

- **Historic Downtown Tour**

Chair Frascinella said he hasn't been able to get out to take comparison photos. Ms. Lemire said she may be able to help after the next Cruise Night.

- **Townwide Yard Sale**

Ms. Lemire said she saw several posts from members of the community of their yard sales.

Chair Frascinella said there is a free online map software where you can create a map and pin specific places and add text. This would be something worth doing for an event like this.

Ms. Adinolfo asked Chair Frascinella if he was taking comments and he obliged. She mentioned having a Saturday where there is a Townwide Flea Market style sale in a central location in addition to the Townwide Yard Sale. A brainstorming session by the group ensued. Maybe even do an indoor flea market. Or a market/ craft fair.

New Business

- **Family Movie Night**

Ms. Adinolfo had feedback regarding the Concert/ Cruise Night: The food was good, but too expensive for a small family at \$6 a hamburger.

She also mentioned an idea for the Cruise Night to do a kids Matchbox Car Show. Let them buy, sell, trade and vote on the cars. Make it even more family friendly.

- **Family Movie Night (Cont'd)**

There should be one event/ car show/ movie night where we bulk buy hotdogs and hamburgers where it's \$2 a hamburger, \$1 hotdog, \$.50 for a soda. Get volunteers to help and use the grill from fire dept. Advertise and if there is spare inventory, sell for what it was paid for. Keep it low cost for at least one event.

Ms. Lemire said that having the Family Night as the Movie Night would be great. It would be indoors; weather wouldn't be an issue and grill outside.

Chair Frascinella said Eric Lambert, he said we could use the firehouse for Movie Night. They have a full commercial kitchen, wondering if we should approach that.

Group discussion ensued regarding the flexibility of the Movie Night event if it were held in the firehouse because the event can be pushed out to even October. We wouldn't have to worry about weather or moonlight. Have people to bring their camping chairs so we don't have to worry about seating. Talk to Eric's wife because she's part of the Women's Auxiliary and she may know if they can sponsor. Maybe appeal to families, have the fire fighter cook the food on the grill for the families at the event. We could do the event on September 17th or 24th, or October 7th or 8th.

Everyone thanked Ms. Adinolfo for her great ideas.

Discussion further ensued; the group doesn't want to have events too close together. We can have Movie Night 2 weeks after the last concert. September is a busy month for families and school. It was decided "Family Movie Night" would be September 7th. Dinner at 5pm, the movie starts at 6pm. Further details will be discussed at the next meeting. Maybe poll the kids on which movie they'd like to see when they're at school in September.

Chair Frascinella said his choices for movies are Short Circuit, Flight of the Navigator, or My Science Experiment.

- **Spotlight on New Businesses**

Chair Frascinella mentioned a new landscaping business, Andrew Thomas Landscaping, has moved into Allenstown. They are located behind Complete Auto Body next to Mega-X. Chair Frascinella met with the owner and recorded an interview. The business has been open 10-15 years. He was originally operating from his home in Pembroke and was running out of room for his equipment. He came across the location in Allenstown. He already has his landscape supplies and trucks on the property. Will have the transcriber, Sara Dlubac, transcribe the recorded interview soon so we can share it on the Business Spotlight Series.

Chair Frascinella also came across a home improvement business in town. He saw the owner wearing his business t-shirt with Allenstown, NH on it. He grabbed his attention and found out he's been in business in town for about a year. He has lots of photos on his business Facebook page. Would someone like to do an interview for this business?.

In addition to these two businesses, Chair Frascinella mentioned Todd's Tree Service who did some work for him last fall. The owner likes to donate firewood to veterans because he is one himself. He also offers a discount to veterans for other tree services.

This is the kind of thing we would like people in town to know about these companies that we can help promote. We should interview more businesses and share that with the residents. Let them know we have great businesses in town. Chair Frascinella has the questions he would like asked in these interviews so other members can conduct them as well.

- **EDC T-Shirts**

Ms. Lemire said the T-shirts should be ready by June 25th, 2023.

- **Boneshakerz Concert**

Chair Frascinella discussed the next concert coming up on August 13th, 2023. He needs a new volunteer to be the project manager for this event. He mentioned Mr. Caruso was doing a good job managing the Jennifer Mitchell concert.

Ms. Lemire questioned whether we needed to have a project manager if everyone were to keep their same duties from event to event. Chair Frascinella explained why it's important to have a project manager and keep a schedule for each event. The schedule is a guideline, and the idea of project manager is to share some of the responsibilities, so it all doesn't fall on him. It's also useful to have the guidelines for future committees.

The group decided Mr. Caruso would be a great ongoing project manager for the Cruise Night/ Concert Series.

- **Donation Letter for Events**

Ms. Lemire was not sure who the letter should be from. The committee decided it should be from Chair Frascinella. She then said she and Ms. Beaulieu have a small letter but aren't sure how to construct this letter without sounding like we only want their donations. They did create a 2nd page to go with the letter for the business to choose what amount to donate. They will add to that form: If they pay by credit card, there will be a processing fee. They can also pay by check.

Previous Meeting Minutes

April 12, 2023 Ms. Lemire motioned to approve the April 12, 2023, minutes. Nancy Beaulieu seconded the motion.

All in favor:

Rich Caruso (Alternate) – Abstain

Mike Frascinella – Aye

Nancy Beaulieu – Aye

Ron Adinolfo – Aye

Lisa Lemire – Aye

Scott McDonald – Aye

March 22, 2023 Mr. Frascinella said the minutes have revisions because the transcriber sometimes could not determine used who was saying what on the recording of the meeting. The minutes cannot be approved as a draft. We will have to vote next time.

March 8, 2023 Ms. Lemire motioned to approve the March 22, 2023, minutes. Ms. Beaulieu seconded the motion.

All in favor:

Rich Caruso (Alternate) – Aye

Mike Frascinella – Aye

Nancy Beaulieu – Aye

Ron Adinolfo – Aye

Lisa Lemire – Aye

Scott McDonald – Aye

End of Meeting

Next meeting is Wednesday June 14, 2023.

Rich Caruso motioned to adjourn the meeting. Ms. Lemire seconded this motion.

All in favor:

Rich Caruso (Alternate) – Aye

Mike Frascinella – Aye

Nancy Beaulieu – Aye

Ron Adinolfo – Aye

Lisa Lemire – Aye

Scott McDonald – Aye

The meeting was adjourned at 8:04 pm.

ECONOMIC DEVELOPMENT COMMITTEE

SIGNATURE PAGE

Michael Frascinella, Chairman

Michael Frascinella

Date signed

8/23/23

Rich Caruso, Alternate Member

Rich Caruso 8/23/2023

Date signed

Ron Adinolfo, Member

Ron Adinolfo

Date signed

8/23/2023

Lisa Lemire, Vice-Chair

Lisa Lemire

Date Signed

8-23-23

Nancy Beaulieu, Member

Nancy Beaulieu

Date signed

8/23/23

Scott McDonald, Selectman Rep.

Date signed

Chad Pelissier, Alternate

Date signed

Mike Landers, Alternate Member

Date signed