

**Town of Hooksett
Economic Development Advisory Committee
Minutes
Date: 3/15/2017**

**Town of Hooksett Municipal Building,
35 Main Street, Hooksett, NH, Council Chambers, 1st Floor**

Time: 4:30 PM

Call to Order: 4:35

**Paul Scarpetti Vice Chair (Planning Board), Marc Miville (Town Council Representative),
Dan Lagueux Member, Dan Bouchard Business Member, Jim Donison Staff, Dean Shankle Town
Manager, Kathy Lawrence Minute Recorder, Matt Barrett Business Member**

Excused

David Scarpetti Chair, Ivan Gult Member

Public Attendance

Alden Beauchemin

**Paul Scarpetti, Updated the Committee that David Scarpetti Chair attended the Town Council meeting
on March 8th and**

**A request from Paul Scarpetti to Dr. Shankle about the use of display cases in the halls of Town
Offices.**

**Dr. Shankle, the display cases we have now are out of the way with the new arrangement of the town
clerk's office. There are cases available but we need to see where they would be best placed for the
use of Hooksett Business Advertising. He will look in to it and get back to the committee with
recommendations.**

II. Pledge of Allegiance: 4:37

III. Approval of Minutes – February 21, 2017

Motion made to defer that decision for next meeting by Marc Miville

2nd by Dan Bouchard

IV. New Business –

1. Board Member Terms

**Marc Miville-I notified Muamer Durakovic through LinkedIn that he is no longer on the Board. He did
send a response, "Thank you for letting me know."**

Dan Bouchard was officially approved at the March 8th Town Council meeting.

Alden will be submitting his application.

This committee is looking for 1 additional Resident Member, that will make 9, and that is the membership number we are looking for.

2. Project Ideas

Paul Scarpetti asked for Dr. Shankle to update the committee on the new Economic Development website. The members have discussed that they would like to update it with pictures of new development projects going on around town. Projects on 3A, the Merrimack County Savings Bank just to name a few.

Dr. Shankle-I want to expand on that. We have the ability to have a web site specifically set up for Economic Development, and now that the town has approved Article #8, \$100,000 which is to include a visionary plan on 3A. According to the Town Voter's Guide it states that these funds are to focus on sewer and other infrastructure improvements.

I hope that this committee is going to be involved in that with me.

I want to go parcel by parcel down 3A. It is about 4 miles from 1 exit to another, and look at each parcel as a development possibility. We need to know the possibilities of business expansion before we start talking about spending money on sewer.

Dr. Shankle provided a presentation called, Story Maps, it is available on our GIS mapping program. We can have anything we want to include through layering of each parcel to provide, utilities info, zoning, groundwater management. Also, any parcel can be a link to any web page. This can help facilitate sales and development. I am looking for help from this committee, by discussing at these meetings the options as they come in. We will compile information and what we can do with it, what we see would be beneficial to that area. We can hire help to do the mapping overlays. This will be my focus for the next year, (3A).

The Council will vote at next meeting, 3/23, about the TIF District which will allow them to make improvements along 3A.

Marc Miville- Is there a cost to this web site?

Dr. Shankle- We already have the software, so there is no additional cost.

Marc Miville- We should show council the GIS capability.

Paul Scarpetti- How do you anticipate doing the parcel by parcel research?

Dr. Shankle- I want to hire someone who can work with Story Maps and know how to apply all the layers. Starting with over layers, zoning, any issues for that parcel. There is so much information out there that we can apply to overlays. Show what is residential too. Get some public information out to start to get feedback. From day 1 this should be available to the public and have them watch the process step by step. Any information we have will be a few clicks away. Public information made more public!

Marc Miville-Last Town Council meeting talked about TIF and the County Business Administrator, Steve Marro, talked and offered insights to our development and the importance of Economic Development and the vitality of a town. He can be seen on the web site video of the Town Council meeting, and I recommend everyone watch it.

Dr. Shankle-He was very supportive of our new TIF district and he has put in his budget for a fulltime economic development person for the county. He is looking to have this person help towns with their branding and their economic development. It will play right in to where we are at with new development opportunities.

Marc Miville-He was very interesting to listen to and talked about the importance of "Branding of the Town." Something maybe we should focus on further down the road. Jim Sullivan, mentioned, "Hooksett, The Gateway to the North" it was kind of catchy.

Paul Scarpetti- Does anyone have any other project ideas they want to share?

Dan Bouchard- Does this committee have a budget? Would it be a good idea to contact the people in the 3A area and get feedback from them? Is it worth our time to maybe develop an informational flyer? Bring them in to our meetings and discussions that we are having about development in the 3A area.

Marc Miville-Down the road that would be appropriate.

Jim Donison- Part of what the approved funds are for is communication efforts to those affected individuals. 1) To talk to them about their interests. 2) If there will be a waste water sewer, to approach those individuals and start preliminary negotiations.

Paul Scarpetti- That is good to know that there will be communications so we can hear from them their thoughts for their own property.

Dan Lagueux- Is there a new Master Plan that talks about this? Should we start from the top and be part of a new Master Plan that deals with 3A.

Marc Miville- The Master Plan has not been fully delved into since 2004. We get funding through voter approved monies for upgrades which happen chapter by chapter. It is a piece meal work in progress. They have updated a few chapters. It's a visionary guide.

Dan Lagueux- Will we be providing the information to the Planning Board?

Dr. Shankle-This committee, (EDC), worked with the Regional Planning Commission at a cost of about \$20,000 put together/updated the Economic Development chapter of the Master Plan, at the very least you should be able to look at that and see what this committee was thinking about 6 years ago.

Jim Donison-We should get everyone a copy of that chapter.

Alden Beauchemin- Another document that you may want to look at is the 2004 Village Charrette. It is very impressive with a lot of great ideas, river walks, plans for the bridge that included the Roby's village area.

Dan Lagueux- Have we implemented anything from what was in that?

Dr. Shankle- One thing was the bridge with the sidewalks, a desire to see more walkability for this area. So we have the bridge, Main St and to include the library. We have the River Walk, which has been completed and came out amazing. We are fixing up the old Town Hall up, which we are working on removing the 2nd floor and making it a Hall again.

Marc Miville- We should revisit the Village Charrette.

Matt Bouchard- Back to Dan's point, is there any master plan for 3A? What do you want it to look like? 3A is different from the other side of the river.

Marc Miville-We want to attract new businesses in town. Ideas for businesses that we can attract businesses or services that we do not already have in town.

Alden Beauchemin-That's the great thing about this exercise. Instead of the piece meal kind of development maybe we can all get the sense of what we want for this new development plan.

Dr. Shankle- From the beginning I have made it clear that this plan we are working on is not going to presume a sewer. We don't know just yet. That is why we need to go through the process and see what will be appropriate economic development for that side of the river.

Marc Miville-My understanding is that next Thursday we are planning on adopting an \$18,000,000 TIF financing plan.

Jim Donison- You will be adopting the TIF, so after April 1st any new assessed value on those properties will go in to the TIF account. You are adopting the map and the TIF district and adopting the plan.

Jim Donison-The purpose of the TIF is to pay to improve infrastructure in that TIF district.

A discussion of the benefits of infrastructure improvements for businesses on the 3A side:

V. Old Business –

1) Business Retention and Expansion Program Recommendations

Business follow-up visits:

Paul Scarpetti- We had talked about the business follow up visits and to include in the follow up conversation that we wanted to allow the businesses that participated in the survey to get first invites to advertise in the Town Office hall display cases. Dr. Shankle When can we go to those businesses that participated in the surveys and let them know that we want to make the display cases available?

Dr. Shankle- Go ahead and do that. We won't hold off to long and I don't want to hold you off

Dr. Shankle-I don't know if anyone has noticed, but we have mounted display cases on the outside of the main public entrance so people don't have to go inside the building to read important notices. Maybe that would make sense for you too.

Follow-Up with Red Flag Issues

Paul Scarpetti- There is a list here of businesses that we were going to follow up with. We had gone over the list and some were assigned to members to reach out to.

Kathy will send to the members the notes of those assignments from last meeting minutes.

VI. Town Planner's Update – Jo Ann Duffy; N/A

VII. Next Meeting Date – April 19, 2017 @ 4:30 p.m.

Paul Scarpetti-Everyone take some pictures while you are around town and let's get those on the web site. We can send them to Kathy and Jo Ann. Business and some new residential too. I think it would provide encouragement to have your business and home here too. The more we get in touch with Melissa Proux of the Union Leader and have her involved in projects the better too.

Dr. Shankle-If you are looking for another member, maybe we can get someone on the 3A side.

Motion to Adjourn made by

Marc Miville

2nd Dan Lagueux

VIII. Adjournment @ 5:45

Minutes Respectfully Submitted by: Kathy Lawrence