

THE ECONOMIC DEVELOPMENT AUTHORITY

December 22, 2015

MINUTES

Present: Peter Robinson, Cy Gregg, Hope Taylor, Chubb Whitten, George Sterling, James Kelly, Jerry Galus and Jeanne Dietsch.

Also Present: Peter Throop, Director and Laura Norton, Administrative Assistant, Office of Community Development

Chair Sterling called the meeting to order at 7:35 a.m.

Minutes:

A motion was made/seconded (Robinson/Gregg) to approve the Minutes of November 17, 2015 as written will all in favor.

Chamber of Commerce Update:

Chair Sterling introduced Sean Ryan, Director of the Chamber of Commerce. As Mr. Ryan gave his update he specifically noted a new re-location guide for southern New Hampshire (which may also be used as a visitor S guide) would be mailed January 20th. “We went from 3000 to 15000 copies and they will be distributed in rest stops and rest areas from Virginia to Maine” he said adding “as well as at Canadian Visitor Offices.” He noted the guide promotes local economies with information on the resources of the area (retail merchants, hotels, restaurants, specialty stores, Bed & Breakfasts). He concluded by noting the (Chamber) Board of Directors was looking forward to supporting the EDA Specialist to be hired by the Town early next year.

Chair Sterling introduced guest speak Richard Scheinblum, Vice President of Finance at Monadnock Community Hospital. “Rich is here to give a presentation on Monadnock Hospital in the community” said Chair Sterling.

As he distributed his Business Card to each members Mr. Scheinblum gave the members a brief biography. He told the members the mission of the Hospital was to improve the health and wellbeing of the community. “We are a full service critical access hospital serving thirteen towns with 700 employees” adding “and 5 primary satellite offices with 140 providers for primary and specialty care.”

Mr. Scheinblum then presented a Powerpoint program that reviewed *Emerging Trends* (declining revenues, Medicare Shared Savings program changes, push to population health and a team-based model, consolidation of internal medicine practices and exploring strategic partnerships and options to collaborate), *New Hampshire Economic Impact* (13% people employed by hospitals, 2.8 billion in wages salaries benefits, 29,000 work secondary jobs and employment impact of about 67,000), *Annual Operating Results 2011 to 2015* (2.78 million dollar loss related to disproportionate share program, effects of hospital miss-billings) *Community Needs Assessment* (critical needs and current focus on alcohol and drug abuse, behavioral health, access to wellness, grant programs, education bridge to primary care access), *Investing in the Community* (charity care, supporting community health and services for low income families, subsidized health services, public programming and financial and in-kind contributions) as well as *Satisfaction*, a *Regional Price and Quality Variation Chart* (proud to be in a high quality/low cost group) *Customer Satisfaction* (at about 77% source HCAHPS survey results) and *Charting the Future* (success requires continued focus on value, strengthening partnerships, innovation in service delivery and community support).

Chair Sterling thank Mr. Scheinblum for his time. A brief discussion about the Hospital's needs followed and when Ms. Dietsch asked "how can the EDA help you? Adding "advertise?" Mr. Scheinblum noted he was not quite sure "being supportive, that is big" he said adding "and for national recruitment the community packet Sean is putting together would work well for the hospital."

Dave Dewitt asked about intern positions from schools and tech programs available to connect with the K-12 levels" noting an existing pilot program involving student from Conant and Mascenic High Schools.

When Mr. Robinson asked if an addition of a residential component to the MCH campus was on the radar screen? Mr. Scheinblum replied "no."

Dennis XX interjected "understanding how much you do provide. Get that out to the communities as a *Look what it Does* that is a way in which the EDA can help."

Mr. Whitten asked if a merger with a larger hospital may be on the horizon. Mr. Scheinblum replied "no, I see an affiliation but not a merger, there is a difference."

Ms. Dietsch suggested support with legislation or petitions coming up "let us know about these" she said. Chair Sterling interjected "we are looking to fulfill the need but we not sure what the need is."

EDA Work Group Updates:*Outreach Work Group*

Mr. Whitten noted a *Live, Work, Play* conference he had attended in Concord. “It was a great presentation with suggestions on what to do to build our brand” he said adding “and the message I got was that we need to back up our statistics on the website.” He went on to note involvement with Community Conversations series as well as the potential for continuing education and a community college. “We have another meeting with Bob Baker (Director of Continued Education at Keene State College) and I see traction happening” he said concluding “this is how outreach works.”

Marketing Work Group

Mr. Robinson noted progress with the website content. “We have a meeting right after this one” he said.

WORK LIVE PLAY*EDA Strategic Planning Group*

Ms. Dietsch reviewed the goals of the three-year plan as well as the project management system to meet those goals.

Broad Band Workgroup

Ms. Dietsch told the members about the progress being made. “We are having some vendors come back” she said adding “and we are reviewing collaboration with the SAU (Contoocook Valley High School) and Monadnock Community Hospital as well.”

Future Topics and Speakers:

Mr. Robinson reported a potential collaboration with Hannah Grimes with some of the strategic moves they are making in expanding their programming.” Ms. Dietsch warned about duplication of efforts. Ms. Vincent agreed adding “this is a way for the EDA to bring interested parties together, see what everyone is doing to identify the opportunities to overlap, collaborate and affiliate.”

Ms. Dietsch reiterated the three-year plan. “We are clear on our goals and responsibilities but limited on resources” she said adding “but we will plow forward and make it happen. We will get to implantation.” She also warned the members not to waste time trying to help other organizations figure out what they are doing. “We want to be a bit on the periphery and see who has their act together” she said.

Mr. Robinson replied “you have to be on both sides but stay focused on the things we need while at the same time remembering we cannot operate as an island.” “Well said” interjected Ms. Vincent adding “you get three or four things going and interesting things start to happen. The EDA is vibrant, this is our mission, to get people interested.”

Pointing out companies such as NHBB and MicroSpec Dave Dewitt interjected “Peterborough is a world class manufacturer. People do not realize it but we are.” He noted a formalized class starting at the end of January involving nine ConVal students working at the NHBB where they will be exposed to all things going on in manufacturing. “Manufacturing in this area is incredible” he said.

The meeting adjourned at 9:00 a.m.

Next Meeting:
January 20, 2016

Respectfully submitted,

Laura Norton
Administrative Assistant