

ECONOMIC DEVELOPMENT AUTHORITY

June 29, 2016

MINUTES

Present: James Kelly, George Sterling, Jason Garland, Cy Gregg, David Smith and Jerry Galus

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. noting introductions were not necessary.

Minutes:

A motion was made/seconded (Garland/Smith) to approve the Minutes May 23, 2017 with all in favor.

Review of EDA Goals & Objectives Status:

Ms. Dietsch suggested they skip this update.

Relocation Guide Advertising Update:

Chamber of Commerce Director Sean Ryan reviewed a marketing packet for a local re-location publication called *The Current*. "It is a high-quality four-color magazine being produced by four local Chambers of Commerce (Peterborough, Hillsborough, Rindge and Jaffrey) and has been well received around the Contoocook River Valley area" he said. Mr. Ryan briefly reviewed the publication content (local town profiles, useful data and compelling photographs). "It will also provide dedicated recreation, entertainment, healthcare and social event sections as well as a business directory and maps" he said. He told the members the full page advertisements have sold out and asked the EDA to consider purchasing a half-page advertisement for a cost of \$700.00.

The discussion that followed included the press run (10,000 copies) as well as points of distribution including local real estate offices, DRED's publication, educational facilities, the White Mountains Relocation Truck Stop on Route I 93 South "and of course on each of the Town's Chamber of Commerce Websites." He concluded by noting "each of the towns will have a profile page highlighting what is unique and special about it (and) and there will be spotlight articles on businesses and services as well as the advertising."

When asked about timing, Mr. Ryan noted the publication would be marketed as a 2018 edition and be heavily distributed through the fall and winter months. "All towns have an equal number of pages in the book so we are essentially covering Temple to Dublin, Hillsborough to Rindge" he said adding "there is another similar publication called *The Profile* for the Keene area."

Mr. Galus asked "Do you want the EDA to purchase an ad? And if so what would it say?" Mr. Ryan replied "yes and that would be up to the EDA." He went on to say "and the EDA would pretty much become the contact for additional information on relocating to the area." He pointed out "this is different from the Chambers as they are membership based, The EDA is *community* based."

Ms. Dietsch told the members they planned to use the same content as the brochure. "It will have the look and feel of the brochure, individually oriented, the type of people who are moving here but if you want to do something different we can talk about it." Mr. Ryan advocated using the same images. "By doing that you create a branding" he said.

A brief discussion about the cost (\$700.00 for the ad and \$100.00 for its creation for a total of \$800.00) as well as where the money was coming from followed. Mr. Throop noted an approximate \$2000.00 left from their budget last year. We were going to invest in search engine optimization but that plan changed" he said. Chair Sterling interjected "And it all goes back to the general fund if we don't spend it by tomorrow." Mr. Galus suggested they look at all three requests for money before they make a motion to advertise in the relocation guide. Mr. Smith asked "when does it come out?" Mr. Ryan reiterated the publication would be published in August and heavily marketed in the fall and winter "so in the spring (the big relocation months), people have made their decisions and are making their moves."

Relocation Brochure Update:

He members briefly discussed the quantity and cost of a reorder of the *Why move to Peterborough* brochures. Ms. Dietsch noted the brochures were strategically placed around town and were distributed at the I 93 South Truck Stop. The members agreed to print 1500-2000 additional brochures for an estimated \$600.00.

EDA Website Advertising Update:

After a brief discussion the members agreed to allocate whatever was left in the budge to web advertising. Ms. Dietsch noted this type of advertising involved search terms using Google and key works for site links. "It depends on what you want and how much you are willing to pay for it" she said. Chair Sterling asked "who picks the words?" Ms. Dietsch replied "well the Marketing Committee should but it is my guess you and I would."

A motion was made/seconded (Galus/Kelly) to allocate the remaining \$2000.00 dollars to the aforementioned projects estimated at \$800.00 for a Relocation Guide advertisement and \$600.00 for a reprint of the *Why Move to Peterborough* Brochure with the remainder going to web advertising. Mr. Galus, Mr. Kelly, Mr. Gregg and Mr. Smith were in favor, Mr. Garland was against and Chair Sterling abstained.

Chair Sterling asked Mr. Garland if he would like to make an amendment to the motion. Mr. Garland decline saying he did not see the need to advertise in *The Current*.

A brief discussion about the remaining budget going back to the general fund after tomorrow (Fiscal Year ends June 30th) followed. Ms. Dietsch requested they vote on the items separately. Mr. Ryan made a plea for the importance of the town's profile being in the Relocation Guide. "Local EDAs traditionally take an advertisement to emphasize the importance of the development of business in the area. The ad contains generic information about the town, it would be very odd if we don't have an ad" he said. Ms. Dietsch noted the images personalizes the town to potential new residents. "It is a more powerful with role models of the people we are trying to attract in it" she said. Mr. Garland asked, "could the money be raised privately?" Mr. Ryan replied "we do not have a magazine of this nature. That is why we are developing it." Mr. Garland, asked "are there any examples of success stories from this type of advertising?" Ms. Dietsch noted while she had no hard data there has been a greater influx of young people to town and preschool figures are up with the overall campaign that has been created.

“I think we need a motion” interjected Chair Sterling.

A motion was made/seconded (Galus/Smith) to allocate \$800.00 for an advertisement in the Relocation Guide *The Current* with Mr. Galus, Mr. Kelly, Mr. Gregg and Mr. Smith were in favor, Mr. Garland was against and Chair Sterling abstained. The motion passed.

After getting clarification of the original vote it was noted the original motion passed with a quorum for the decision and a 4-1 vote for the motion.

EDA Resource:

Ms. Dietsch spoke briefly about the position of an EDA Resource noting Request for Proposals (RFPs) had gone for quotes on projects almost a year ago with little response. She told the members “we are back to looking for a person.” She noted the requirement for someone who is familiar with the business, educational and vocational communities in town and has good organizational, communication and leadership skills, “all for a half time position paying \$35,000.00

Ms. Dietsch went on to note her sense that the EDA was “really tremendously under resourced” adding “committees are made up of volunteers and haven’t met, volunteer-based organizations are very under resourced. We need to find an amazing person to fill this position.”

Ms. Dietsch reviewed a graphic projected on the screen that specified **Coordination** (keeper of the Goals and Objectives document online, works with the Strategic Planning Committee to monitor progress and update goals semi-annually; works with EDA Chair and Director of Community Development to plan monthly meeting agenda to further EDA goals; prepares and presents Overview slide/document for monthly EDA meeting that relates the agenda to the goals and suggests goals that may need more attention in upcoming months; ensures that committee meetings are held as needed to plan and implement action steps to achieve EDA goals; assists committees in planning and implementation where appropriate; and, encourages teamwork, participation and empowerment of committee members.) **Relationship Building** (builds relationships with area businesses, non-profits, employees, town staff and residents in order to understand economic needs and to help set priorities for the Peterborough EDA; encourages networking to build economic strength.

Ms. Dietsch concluded with the **Stretch Goal** of attending NH High Tech Council and appropriate Boston and Western Massachusetts groups to build external brand recognition for Peterborough as a manufacturing and biotechnical innovation center so that when manufacturers try to recruit, engineers and other technical professionals, they will see Peterborough as a cool place to live and be more likely to want to relocate here.

Mr. Smith asked about skill set requirements with Chair Sterling interjecting precise and detailed skills would be set forth in the proposal. Mr. Throop added the Master Plan tells us workforce development is what we should be doing with educational and training opportunities to attract those not going to college. “We need the awareness and image to show going to work here is a viable educational and career opportunity and that takes a lot of coordination in itself” he said.

Mr. Gallus agreed adding “I am highly in favor of this.” He also agreed the group is “so under resourced it is unbelievable.” Citing all the great ideas for the joint promotion of the EDA and businesses “if someone gets sick or leaves, there is no one there to pick things up, there is no

continuity. There are so many things that need to be done and accomplishing one-tenth of it will be difficult even with staff, but it is a start” he said.

The members then briefly discussed the hire process. “It is a public process” said Ms. Dietsch adding “we’ll invite anyone interested to respond.” Mr. Gregg questioned the financial outline of the RFP asking, “what are we offering?” adding “we have a concept of what we want to accomplish, but no concept of what we are offering. We need to flush this out.” Mr. Throop replied the members would have to vote on the direction in which to proceed, suggesting they create a specific RFP for a part time position and email it to the membership for review at the next meeting.

“Is part time enough?” asked Mr. Smith. Mr. Throop noted the town had approved \$70,000 “and we’d like to allocate that over two years (and) this would be *solely* for their compensation.” Mr. Gregg asked “will we hire a contractor?” adding “I would really like to see this flushed out a bit.” Mr. Smith agreed adding “this is a very broad scope to accomplish for \$35,000 I think we should prepare a scope of work and then allocate resources. Prepare a package of what needs to be done not just hire a part time person for a certain dollar value.” Mr. Gregg reiterated the scope of practice described by Mr. Smith should be prepared for review and discussion at the next meeting. “We need a specific definition of what going to do” he said. Mr. Galus noted the RFQ would be prepared and reviewed prior to any allocations of funds were made.

A motion was made/seconded (Galus/Gregg) to create a scope of practice and RFQ for potential candidates interested in the EDA Resource position. The scope and RFQ to be reviewed at the next EDA Meeting (July 25, 2017) with all in favor.

The members went on to briefly discuss the continued development of the Community College system in town, continued outreach to businesses and ongoing relationships with all parts of workforce development.

Other Business:

Chair Sterling began by noting he was sad to make this comment but the Monadnock Ledger Transcript (Local newspaper) has become a very negatively oriented paper. “Close to yellow journalism and highly offensive to me.” He pointed out the day’s headline story above the fold and noted similar negative and inflammatory front page headlines that were in very bad taste. Looking at the audience he said “I don’t want this on our website” Mr. Dietsch assured him the direct stream from the newspaper to their website “was from the business section, not the news.”

The brief discussion that followed included what Mr. Ryan described as “innuendo and falsehoods that were challenging the diversity of our community. They are not reporting any of the positives. The business community has noticed and is not happy.” When Mr. Kelly interjected “what can we do?” Ms. Dietsch replied “write a letter to Heather (McKernan, Publisher) describing our dismay and informing her the EDA and the Chamber of Commerce are going to recommend business stop their advertising unless their tone changes.” “I like it” interjected Mr. Smith who added New Hampshire Ball Bearing had been misquoted and when they reached out for a correction they received no response from paper’s staff. “I like it too” said Mr. Kelly. It was noted the paper is owned by the Concord Monitor with one member saying “I know who is responsible for the change. That is his thing.” Dismayed Ms. Dietsch added “it is important to have a voice, but not this voice.”

A motion was made/seconded (Galus/Garland) to develop a letter to the Monadnock Ledger Transcript expressing their distain of the new content. This letter will be circulated via email for review and comments and finalized within one to two weeks and delivered to Ms. McKernan in person with all in favor.

The meeting adjourned at 8:40 a.m.

Next Meeting:

July 25, 2017 at 7:30 a.m.

Respectfully submitted,

Laura Norton
Administrative Assistant