

Economic Development Committee

July 2, 2020

Present: John Pieper, Ron Rzasa, Faith Mba, Julianna Dodson, Fran Shippee (BOS Representative), Judy Idelkope (Advisor or Member at Large)

Absent: none

Guests: Jeff Scott & Robert Korb

Meeting called to order: 5:03PM via Zoom

COVID-19/Coronavirus crisis and in accordance with Governor Sununu's Emergency Order #12 pursuant to Executive Order 2020-04, this Board is authorized to meet electronically, etc.

Presiding: Ron Rzasa

Secretary Report: Approved

John moved and Julianna seconded to approve the June 25, 2020 minutes

Old Business

1. **New Member:** After checking with the BOS, Fran asked that Robert Korb send a letter to the BOS noting his qualifications for joining the EDC and attend the July 15th meeting. Also, a Letter of Recommendation is needed from Ron.
2. **EDC Membership Make-up:** According to the EDC Charge, there should be 5 EDC members plus a BOS representative, 8 At-Large non-voting members, and an unlimited number of Associates. If sub-committees are formed, they fall under the same rules and regulation as the Board. The BOS seemed to have some questions about the definition of an Associate. However, the BOS Representative is a voting member of the Board.
3. **Welcome Letter:** This needs to be updated, finalized by the committee, and sent to Fran for signatures by the current BOS. Fran asked for a copy of it be sent to her.
4. **Welcome Package:** Fran and Julianna are working on getting new resident information. (This information was sent to all members before the meeting.)
5. **Moving Line Items in Budget:** The BOS consensus was that if a line item is not used for the stated purpose, it must be used on something related to the line item. Most importantly, ECC should not go over budget.
6. **EDC & Zoom:** It is unnecessary for the EDC to get its own account to sponsor business networking events. The town's existing account covers up to 100 people.
7. **Signage Petition:** Because there is some confusion on this issue, John will investigate these regulations.
8. **EDC role with potential businesses:** The BOS believe that if the EDC wants to be one of the first to assist potential new business, they will have to prove they are knowledgeable in the process. How, seems to be in question. Knowledge would be necessary in planning and zoning regulations, police and fire requirements, and a list of available resources for different types of businesses. EDC desires to be the voice of help to get a potential business through the process not be a judge.
9. **Website enhancement:** Faith contacted Max Beebe of *Omega Images*. The company can provide stills and video to showcase the town. They use drone technology to cover the entire town. A 3-minute presentation would cost \$10 – 15,000. They suggested working over a year to get the

seasonal changes. They would need to know what the town was looking for and tailor the presentation to it. EDC should provide the script. Because of the cost, this would have to be put into next year's budget and heavily promoted to the town to make it pass. The reason behind spending the money lays in the fact that today's businesses explore the internet first. To get attention, a great presentation is necessary, with emphasis on the type of people and businesses that match the town's wishes. It was acknowledged that small, clean tech, or office type businesses which have a small footprint, are desired. To support them, Mom and Pop restaurant would be helpful. The presentation should showcase Chesterfield's small-town culture, nearness to major recreation areas, a regional airport, plus easy access to town wide high-speed internet.

10. **Helping Local Businesses Recover:** The idea of placing a full-page ad of Chesterfield businesses was researched. The Shopper quoted \$1,300. A color page in the Sentinel's Elf would run \$750. Share costing was discussed and rejected. EDC absorbing the cost would provide publicity for the EDC and help build a reputation that Chesterfield does care about its businesses. Once again, the problem of getting a list of Chesterfield businesses came up. The list on the Town Website is old. Fran and Judy Idelkope will research Chesterfield businesses listed with the Secretary of State. The Excel listing from last year will be sent out to all members. Other possibilities are soliciting businesses on the Chesterfield Happenings, Chesterfield Facebook, and person-to-person interviews. It was suggested contacting Erin Straggs to see if she could come up with an idea about making this a virtual or theme "event". Also, if person-to-person interviews are used, Julianna would like the Business Feature interview outline for the EDC website used.
11. **Business Feature on Website:** Amada Kinson of Hubner Farm will be interviewed on July 9th at 4pm by Julianna & Ron.
12. **Business Cards:** These have been ordered and generic cards will be dropped off at the Town Offices. (This information was sent out to all members before the meeting.)

Next Meeting Date
Thursday, July 16, 2020
Zoom meeting – 5PM

Meeting Adjourned at 6:36PM (Faith 1st, John 2nd)

Respectfully Submitted by,
Donna Roscoe, Secretary
July 2, 2020