

Economic Development Committee
September 24, 2020

**Present: Ron Rzasa (Chair), Fran Shippee (BOS Representative), Robert Korb, Julianna Dodson,
John Pieper, & Faith Mba**

Guests: Jeff Scott & Todd Horner

Meeting called to order: 5:012PM 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: Minutes from the Sept 10, 2020

Julianna motioned and John 2nd to amend section 9 of Old business to the following:

Website Hits: The website is receiving traffic. It appears that the 1st page that people visit is the business feature blog.....

The change passed by unanimous roll call. This will appear in the Final Draft of Sept 10th minutes.

Old Business

1. **Welcome Package:** Fran will obtain the BOS signed letter and scan it for Julianna to include in the packet. The Library has not responded to the request for library card information.
2. **Chesterfield Business Listings:** Fran and John have sent to the board their listings. There are approximately 281. Fran formatted her list with plenty of room for comment, but it will take 200 pages to print out. However, splitting it up will reduce the number of pages. John's list covers 8 pages and can be easily divided up. The lists include duplications which must be sorted through. Fran and John will do this. It was discovered that the list provided by Todd did not include businesses with Spofford addresses. John will forward that list to Fran. Fran and John will integrate this list into their listings. Some listings are incomplete. These will require a judgement call by the person contacting them.
 - a. Julianna's questionnaire script was simple and to the point. It can be easily customized to fit the style of the caller.
 - b. From the Chesterfield Happenings, Ron received requests by 4 businesses to be listed
3. **E-mail issue:** Julianna was able to straighten out the issues and is now receiving the e-mails.
4. **Copper Cannon Sign:** John has heard nothing from Blake.
5. **Signage Petition:** Fran and John are still working on the exact wording. The consensus was to keep it simple. Businesses that do not have direct frontage, should be able to add their sign to a neighbor's sign, with consent.
6. **Helping New Businesses:** Ron & Todd provided the membership with a Chesterfield Business Development Roadmap that is a simplified flow chart for establishing a business in town. It was well received. It could be made into an interactive flow chart which will assist folks to the finer points, i.e. like how to get a vendor application, etc.
 - a. The interview questions are still being worked on. Because these will be asked in the second round of business interviews, there is still time to finalize them.
7. **Commercial Listings:** No activity presented

8. **Preliminary 2021 EDC Budget:** Each line was gone over and discussed in depth. Because Covid-19 effected the committee's activity, there is money left over from last year. It was acknowledged that that will go back to the town. Even though the committee was not able to meet for several months, it is progressing nicely. Last year's budget was \$3,612. The proposed 2021 is approximately \$4009.
- a. Secretary Salary – with meetings increased to 25, this had to be increased - \$1125
 - b. Contracted services etc. This had to be increased because of website fees and contracting necessary to make website upgrades and changes will be higher -\$840
 - c. Online promotions – boosting posts - \$300
 - d. Supplies/sign advertising – Welcome packet material and mailers, an ad in the Monadnock shopper, printing pamphlets - \$1140
 - e. Business to business events – instead of person to person event, a raffle gift certificate for an on-line event was proposed. Maybe an in-person event will be possible in the second half of 2021 - \$300
 - f. Meeting and Conferences – this year they may be cheaper because they are on-line. It was proposed to have attendees at two in the spring and one in the fall - \$324

Because of the time constraint for submission, the following motion was made by John and seconded by Julianna and carried unanimously:

“Authorize Ron & Fran to finalize the budget for submission on October 7th”

New Business:

1. **Thomas site on Route 9:** Faith has been in contact with the owner. It is 28 acres hidden from the main road with excellent potential for commercial use. However, the zoning must be changed to commercial. It was suggested that the 1st step should be an informal conceptual meeting with the Planning Board. Advance notice is required to get onto the agenda. They should contact Tricia, ASAP. Once this happens, the board wishes to be notified, so that they can aid in the process. John asked Faith for the Plot # on the zoning map.
2. **Enchanted Café:** Ron discovered that a small food manufacturer is interested in the building. It was suggested that the prospective owner be invited to an EDC meeting for some guidance. Todd and Ron will discuss how the SW Regional Planning Commission may be able to help.

Public Comment:

1. Jeff Scott recommended that the entire EDC board be present when the budget is being presented on October 7th.

Next Meeting Date
Thursday, October 8, 2020
Zoom meeting – 5PM

Meeting Adjourned at 6:400PM

Respectfully Submitted by,
Donna Roscoe, Secretary
September 25, 2020