

Economic Development Committee
Meeting Minutes

November 14, 2008

Present: Susan Fuller, Peter Ventura, Jason Lenk, Doug Clark, and Chris Mueller

- I. Meeting called to order at 7:37 am
- II. There were no Public Comments
- III. Approval of the Minutes
Minutes Item 4 is ORLI motion to accept by Mr. Clark seconded by Ms. Fuller.
- IV. Research/Marketing Study
Mr. Lenk updated the committee on the timing of the study, the process and the expectations of the class, the professor and the role that the committee in the study. The study will include the residents.

The committee must prepare the study scope and the students will update the committee on the process, review the survey and then present the results in the form of a marketing plan. Mr. Clark noted the scope should contain verbiage like building a robust downtown. Mr. Mueller noted that including economic development or an internal marketing plan would be good.

Mr. Mueller stated that the Town did a survey 6 years ago on type of businesses that would go on route four and route 108. It was put in the master plan.

Several other surveys like the interceptor survey, recreation, facilities and activities survey and the 1995 community development plan.

Mr. Clark noted that surveys are good and we need to make sure that we make these results happen and asked how we make that happen? A discussion about regulations and guidelines ensued.

Mr. Mueller really emphasized the need to get information on the residents.

Mr. Ventura suggested them surveying the customers at the Town Recycling and others suggested the Durham Marketplace.

Mr. Clark suggested talking to business owners who have been here and made it like Mr. Gangwer and Mr. Houghton. Both could provide valuable insight. He also suggested looking at Hanover and Burlington (VT) as models.

Mr. Mueller noted that the Town needs a good mix of business for residents and students. The Residents provide a consistent economic base. Mr. Clark noted that there were other things the Town could do to create synergy with the public, like free public transportation linking neighborhoods like Wedgewood with the downtown.

Mr. Mueller asked that the survey be reviewed and independently vetted to ensure that the right psychometric properties are in place.

Ms. Fuller noted that the marketing plan coupled with the New Market Tax Credits could be a great thing for Durham and the Chamber of Commerce.

V. Strategic Plan

Mr. Mueller started by picking from the October 10th meeting on making assignments to the strategic plan. Ms. Fuller updated the committee on her assignment with the Conservation Committee. Mr. Ventura noted he didn't have an assignment. Mr. Mueller his assignment to talk to Mr. Chinburg about the Durham Business Park. Mr. Campbell updated the situation and noted that Mr. Chinburg was invited to come to the next meeting.

Mr. Campbell noted his assignment about the development programs and tools. He explained that he would be doing the same presentation to the different committees and organizations.

Mr. Campbell went on to note that there will be a new website for the committee and noted a couple of the items that will be on it: how to start a business, business listings, Committee's action plan, strategic plan, town maps. Several things were also suggested: demographic and community profile, and links to other resources at the state, regional and local level.

VI. Adjournment at 8:47 am