



OLD VALUES - NEW HORIZONS

Economic Development Committee

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WEDC Approved Meeting Minutes February 14, 2014

In Attendance: Bev Donovan, Jim Colburn, Ralph Valentine, Michael Oldenberg, Al Letizio Jr., and Bruce Breton

Ralph called the meeting to order at 7:48am

Jim made a motion to approve the minutes of 1/10/14 as submitted and Al seconded the motion. 5-0-1 with Bruce abstaining.

It is with regret that the Committee noted the resignation of Sy Wrenn from the Planning Board and the WEDC due to his move to Manchester. Laura mentioned that the Planning Board will look at appointing a member to WEDC after the elections in March.

Charlie Roberts, resident and business owner, has expressed an interest in getting involved with WEDC and was in attendance at the meeting. He is interested in the Committee and the Strategic Planning Subcommittee. Ralph will pass along his information to Ed for the Subcommittee and it has already been given to the Town Administrator for future consideration.

Website Usage (www.windham-nh.com)

Scott Baetz of AdminInternet, who has worked with the Town on their web site as well as working with Laura on the Community Development site, was at the meeting to talk about the web site. Scott explained who he is and what his company does for the benefit of those WEDC members that do not know him.

Laura explained that Scott has been providing monthly analytics on the usage of the web site – majority of those visiting the site are visiting the business directory and the “In the News” – and about 825+/- visitors are coming to the site per month. There is about a 20-25% return and about 3.6 pages visited.

Scott was asked if he thought it was good to have two sites or just one. He felt because of the nature of the Windham-nh.com site that it was good to be separate but that it had to work with the Town site.

There was much discussion on ways to make both sites better and more user friendly. Also looking at incorporating social media (facebook and twitter) with the site.

WEDC members will be asked to look at both sites and provide suggestions to Laura so that she can compile them for the next meeting. Scott will come back to the March meeting to talk more about the sites and the analytic parameters that we currently have in place.

Liaison Updates

- TRC update given by Jim and there have been 2 applications of interest lately
- There have been no Planning Board items since last meeting of interest to WEDC
- REDC CEDS update from Bev was given. No proposal was submitted for inclusion in CEDS on water since Town Meeting has not happened. Bev did say that there is an opportunity to add this item into the Plan for more of a long-term item and not a funding request. This will be looked into further.
- Board of Selectmen have been busy with Town Meeting items
- Salem Chamber of Commerce held a "Coffee, Community and Commerce" session last week, which was well attended, and presentations were given by on the Town, School and Community Development. There are events upcoming and you are encouraged to visit the Chamber web site

Subcommittee Updates

- Land Use is in the process of scheduling a meeting. Bev has had discussions with School Board members about land along Rt111 and Lowell Road and future use, selling, etc. They are receptive to future discussions and the Land Use Subcommittee will look into this after the elections. Laura mentioned applying to PlanNH for a Charrette and will look into that in the Spring for a potential Fall timeframe
- No update from Strategic Planning Subcommittee
- Communications Subcommittee is disseminating information about the Water Study and wants to ensure that all information is accurate that is put out from the Committee. Al is looking for assistance in drafting an article about lack of water as deterrent for development.
- Infrastructure Subcommittee is reaching out to groups within committee to answer questions about the warrant article. Articles are trying to be more general and not as scientific to reach the average citizen on issues and concerns they care about. Ralph will revise the factsheet on the warrant article based on feedback from the committee.

Community Development Department Updates

- Committee was reminded about the upcoming Business Seminar on 2/20
- The warrant article to repeal the Tattoo and Body Piercing Ordinance was explained
- Budget impacts on the Department if there is a default budget was mentioned
- 3/6 Water forum with NHDES is in the planning stages and information will be out next week about this

Bruce motioned to adjourn and Bev seconded the motion. 6-0 to adjourn at 9:28am

Submitted by Laura Scott, Community Development Director