

Windham Economic Development Committee (WEDC)
Friday October 9th @ 7:30AM
Community Development Department
Draft Minutes

In Attendance: Ralph Valentine, Chair, Al Letizio, Paul Gosselin, Amy Spencer, Sally D'Angelo, Bob Young, Bev Donovan, Diane Wasilisian, Charlie McMahon and Laura Scott, Development Director

Absent: Jay Yennaco, Sy Wrenn

Public: Scott Baetz, Admininternet

7:40 am Ralph opened the meeting

Website Presentation and Overview

Started meeting with presentation of the new website by Scott Baetz.

Highlights included the following:

- The site had highlights of Windham
- Windham events
- Interactive elements
 - Calendar
 - Sign up for events
- Columns allowed for specific content
 - Of who we are
 - Of what we do
- Resident businesses can post on the site and will go through a moderator
- Sign up for newsletters
- List of commercial property for sale and searchable
- Direct links to and from town site
- Windham business directory- sign up
 - Search by name or business
- Surveys and Polls
- Easy to hide anything in columns
- Personalized experience when someone logs in

Questions asked:

Al: asked about video capabilities and mobile access

Scott: yes there would be video and that their needed to be more discussions on what type of mobile display was needed

Scott: explained that there was keywords and search engine integration

Sally: Asked about Moderator and who does that?

Scott: that is something that the Economic Development department under the supervision of Laura would determine.

Ralph: asked about navigation.

Scott: Question's answered as you navigate the site:

Are you a business person in Windham

Are you looking to relocate in Windham

Al: What's in the news are?

Scott: Press releases, sign up for email notifications

Ralph: Is it all business not economic development?

Scott and Laura: there are areas on the site that address specific economic development information

Al: how easy is it to maintain the site

Scott: how long to create a page is same as creating a nice email/document

Ralph thanked Scott for his presentation and asked that we convene to our normal meeting as we had short time to cover everything. Laura summarizes where everything was and next steps with end of year as target for completion.

Review of September 10th minutes, approved 8/0/2 abstentions with the following amendments to #6 correction change 128 to Mamouth, #7 last sentence rephrase, spelling of Canoby to Canobie, Shadow Lakes to Shadow Lake (singular)

Bob Y approved amendments and Bev seconded.

Ralph welcomed Bob Young to the committee.

Survey and Next Steps

Laura and Bob met with Jim MacDonald. Bob asked if everyone saw the grant proposal for this study.

Sally, Paul and Bob came up with target date.

Bob proposed that we take the list of questions with us and fill in our edits or updates for questions if we had any and forward to Bob's email.

On October 15th a meeting to review documents and October 19th after discussions with Laura, for phone event to list of people that are randomly selected by covering town and demographics. Focus group needs to be on 28th from 7-9 to be able to have enough of the WEDC to attend and help run. Finalizing of the survey on November 2nd and publishing it to the web on November 4th. The first Ad of course will be go up prior to.

Need to find location for focus group. Laura will do the leg work and get back to Bob as to options. Right now issues are:

- need to record so that we can go back for observation later,
- A large audience could be distraction
- Several options but need someone to find best venue

Volunteers for phone event: Sally, Bob, Al,, Bev, Laura, Ralph and Diane
(Al bringing food)

There is a concern about the list and how many we need to get the right amount of people to show up for the focus group. Laura said she believes we need get at least 40 yes's to get 20 to show up for the focus group night.

Currently Bob's group has 25 streets for telephone numbers that is broad a demographic and geographic base as possible.

Eric DeLong was asked for help by Sally. Eric pulled together what he could and it looks like there are only 13% of the names with phone numbers on the spreadsheet. Laura reiterated that the sample has to be large enough and diverse enough to make sure everyone feels that it was inclusive.

It was offered by some of the committee members to take 100 names and help get phone numbers.

Strategic Plan

Ralph said that the strategic plan was being worked on and will be addressed at the next WEDC meeting.

Other Projects – WEDC Providing Assistance

Water expansion on hold pattern for now, according to Laura, meeting on Oct 25th in Salem on Canobie Lake and Spiket River water shed, domestic and commercial white paper from Pennichuck on results. Meeting will be set up by Laura to review the white paper.

Ralph asked why don't we request possible rights to Canobie Lake. Charlie said Meeting on Oct 25th is opportunity to ask questions and discussion. Currently Salem has control of it down to the dirt. Draw down of Arlington Pond, Salem keeps asking to draw from Arlington to Canobie. Still no resolution to the request. Request was submitted to have run off from 93 to into Canobie Lake through filtration (water recharge source).

Laura said sewer study presenting update 18th of Oct on Selectmen Agenda. Frank Underwood is doing schematic drawing of layout of potential sewer lines for Windham with Canobie/Shadow/Cobbetts Pond water sheds. Review of structures and resources included. A rough estimate will be included.

Ralph said if we are thinking long term and not just the water sheds protection for econ development and infrastructure it might be an issue down the road.

Ralph asked is the Greater Lawrence Community Spicket River Agreement only for Water Shed protection?

Paul suggested that there is a legitimate argument that overflow does protect long term goals of Salem and water sheds going forward. Charles further defined.

Laura explained that the Grant is only for right now for Cobbetts Pond and Shadow Lake water shed district community and Sisters of Mercy. Anyone can tie in to Salem and others doesn't matter the capacity is there.

Laura submitted CIP request for legal and engineering, 1 year request. CIP was very favorable received and Charles is putting in Bond Vote if everything lines up.

Events

Fringe Grand Opening Oct 21st 5:30-9pm

Breath of Sun Grand Opening Oct 23rd 10-2pm
Greater Salem Chamber Expo Oct 21st
Budget Presentation to BOS Nov 15th
CIP Public Hearing Nov 17th

Amy discussed the following with Committee:

Harvest Fest Oct 16th

- List of Businesses participating in Trick or Treat
- Trick or Treat kids run through each booth to get their candy and treats
- Businesses to drop off their stuff for booth and park then take shuttle back from Common Man
- What about Boy Scouts there to participate?
- Ralph said it was a struggle last year and still again this year. Don't have much say losing valuable touch points with businesses. Consider doing things differently next year.
 - Possible discussion after the 16th about our participation and how we can better integrate with the Rec staff.

Business After Hours at Windham Terrace on Oct 13th 5:30pm
Windham Endowment Event Nov 8th Casablanca Theme

Ralph Adjourned and thanked everyone
Motion 1st by Al and 2nd by Charles