

HILLSBOROUGH PLANNING BOARD

May 1, 2013

Approved Meeting Minutes Hillsborough Police Dept Meeting Room 22 Municipal Drive, Hillsborough, NH

Present:

Members: Herm Wiegelman (Chair), Martha Caron (Vice Chair), Dave Fullerton, Larry Baker, Alan Urquhart, Denise DeForest, Bill Clohessy (Alternate).

Staff: Robyn Payson, Planning Director; John P. Segedy, Recording Secretary

Public: Douglas Hatfield, Economic Development Commission (EDC); Andre Garron, University of New Hampshire Cooperative Extension (UNH)

CALL TO ORDER

The meeting was called to order at 7:04 pm by Herm Wiegelman, Chair.

Bill Clohessy was appointed to vote in place of Ann Poole.

MINUTES

April 17, 2013

Martha Caron moved: *To approve the minutes of April 17, 2013 as submitted.*

Alan Urquhart seconded. Motion passed 6-0.

Dave Fullerton arrived.

PUBLIC BUSINESS

1. Andre Garron -University of New Hampshire Cooperative Extension (UNH)

Utilizing an Electronic Slide Presentation. Andre Garron spoke about **Leveraging Broadband To Promote Economic Development.**

Andre Garron started the presentation by making it clear that site selectors for businesses go to a town's web site first and then perhaps will call, so a town's web site is critically important.

Dave Fullerton asked if he meant the Town's, schools or EDC site.

Andre Garron answered the Town's first to get as much information as possible but then possibly the others - & there should be links to them.

Alan Urquhart asked if he (Andre) had seen our (Hillsborough's) site and if so what he thought of it. Andre Garron answered that he had seen it and that it was fairly good, but there are some things that can be improved.

Andre Garron talked about basic information to have on a web site. He said that basic facts are important to have and a down-loadable info sheet is a good way to present them. He also talked about maps including location and "drive shed" area maps as being great to have on the site.

While noting that NH is generally not a big incentive state, if the town has any they should be clearly noted on the site.

There was a discussion of possible incentives such as Economic Revitalization Zones (ERZ), Revolving Loan Funds (RLV), Tax Increment Financing (TIF), and Expedited review for areas the town wants to develop.

Andre Garron then talked about basic information to have on the site such as Economic Development or Master Plans. He talked about having a list with links for available properties and about the importance of links to other organizations in the area as part of Search Engine Optimization – In general the more connections the better.

Referencing a list on one of his slides, Andre Garron discussed Demographic Data or Quick Facts to have, such as the type of government, age breakdown & education level of citizens. He said it was important to have this in a format that was quick to view and easily down-loadable, Noting that many people use smart phones and tablets, that smaller versions of the 'Quick Facts' was a good idea.

Showing a page he had worked on for Londonderry as an example, Andre Garron explained that people read web pages different than text – by scanning the page, so it is important to have things 'jump out' at the reader. He also suggested using hyper links to provide more in depth information.

Andre Garron then talked about having a listing of available properties. He showed an example and talked about one companies service (NECPE – New England Commercial Property Exchange). Herm Wiegelman said that it was basically a multiple listing service for commercial properties. Andre Garron said yes, but you would set it up so it gives you properties in your town.

Andre Garron talked about it being important to have maps such as Zoning districts and ERZ if the town has one on the site. He suggested having them in PDF format to make it easy for viewers to use and download. Another map he highly recommended was a 'drive shed' map showing an area within ½ an hour's drive from the town. In talking about map options he said that some towns have maps that can be enhanced with 'GIS' napping tools. He noted that there is a cost to these.

Other information that Andre Garron suggested having on the web site is a listing of all fee's and the processes for doing different things – so that someone can look at the site and determine what they need to do and how much it will cost and that if they do all this they (an applicant/developer) will get there approvals.

Also suggested was putting all subdivision and site plans in PDF (digital) format. He said this was helpful even if they aren't put on the web site because they can easily be e-mailed to someone inquiring.

Testimonials of businesses in the community is another item that Andre Garron suggested for the town web site. He said that 'businesses talk to businesses'.

Andre Garron then talked about the **NH Broadband Mapping and Planning Program** at <http://iwantbroadbandnh.com> He said that on that site one could check the speed of your own connection and that the site had all the contracts (Town-broadband) in the state on it. Dave Fullerton asked if he (Mr. Garron) knew anything about Hillsborough's situation with Comcast. There was a discussion of Hillsborough's former contract with Comcast and various issues. Doug Hatfield explained that about 35 years ago Comcast and the town had a 25 year contract for cable franchise in the town. He said that apparently Comcast now claims that the contract renewed automatically for another 25 years.

Doug Hatfield asked if Broadband was something that a business in or moving into the community would use or need.

Andre Garron answered that yes, He said that with more shopping being done on-line it is being used

by most businesses. As an example he described a company representative that had been looking at a possible site – downloading the site plan to his tablet and then downloading his building plan from his own office and right there while looking at it being able to determine that his proposed building would fit on the property. He said that the level of the questions and expectations of companies looking to develop has become very sophisticated.

OTHER BUSINESS

Chair Wiegelman said that although there was nothing else on the agenda, he thought that this was a good time to discuss the Board again going on record with the Selectboard about wanting to return to a full time planner in light of the Code enforcer's resignation.

Dave Fullerton noted that at the Selectboard meeting last night (April 30), they had increased the Planning Director to 30 hours for now and are going to see how that goes. They might farm out some of the enforcement duties. He noted that the last time the change was made things were more urgent, but this time he thinks they can take their time.

Denise Deforest questioned the cost of making the planner full time and still having to pay for enforcement.

Martha Caron said that they would just be making a recommendation, but the Selectboard would have to weigh the costs and options.

Dave Fullerton noted they were moving with caution and that Laura Buono is looking into different alternatives.

Martha Caron moved: *That the Planning Board authorize the Chair to write a letter to the Selectboard recommending going to a full time Planning Director who will also function as the primary contact for economic development and master plan renewal this year.*

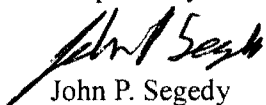
Alan Urquhart seconded. Motion passed 6-0-1 (Dave Fullerton abstained)

Adjournment

Larry Baker moved: *To adjourn.*

Denise DeForest seconded. Motion passed 7-0 at 8:05 PM.

Respectfully Submitted:



John P. Segedy

Recording Secretary

Approved May 15, 2013