

2/26/15 Meeting Minutes-Approved 3/26/15

In Attendance: Chairman, Steve Venezia Robyn Payson, Alan Urquhart, Doug Hatfield, Bob Hassett, Laura Buono, Herm Wiegelman, Jack Wells, Russ Galpin

Excused: Laurel Boivin

Guest: Mike Tardiff, Joanne Cassulo

Meeting was called to order at 9:00am

**Minutes 1/22/15** Doug Hatfield made a motion to approve the minutes. Jack Wells seconded the motion. The motion carried with Laura and Russ abstaining.

Mike Tardiff introduced colleague Joanne Cassulo who will be working with the EDC toward refining an implementation plan.

There was discussion about the preliminary results of the Master Plan Survey. There is concern over the amount of available parking, vacant buildings and what “appropriate” Economic Development is. But, there is also a great deal of will on the part of the participants to see Hillsborough move forward. Perception seems to be the biggest challenge. There is a perception that the schools are bad, that there isn’t enough parking and the town is not “business friendly”

An “Optimistic Environment” needs to be created in Hillsborough. Among Mike’s suggestions is developing a “Certified Sites Program” this brings a site 60% through the planning process in order to make it more marketable. The town’s regulations and Ordinances need to be reviewed to streamline the application process with easy to understand and non contradictory regulations and ordinances. There also needs to be a public relations plan that illustrates the assets of the town. Signage for parking will be designed in consultation with the Town with assistance by an architect and in compliance with DOT requirements.

CEDS was a positive move forward but we are still waiting for the EDA to approve it.

Civicplus is moving forward with the first step of the Marketing Plan which is to design the logo that will represent the towns many attractions. This is aimed to bring business to town and show all of Hillsborough’s positive attributes. Mike will be joining the group working with Civicplus.

### **Press Coverage**

Changing the meeting date of the EDC was proposed in order to allow the Villager to cover the work the EDC is doing. Following discussion, it was decided n to move the meeting date but for Robyn to connect with the Villager the Monday following the EDC meeting to relate what occurred at the meeting. The public needs to see all of the hard work that will lead to tangible results.

It is important to get coverage for the Town from other regional publications like the Concord Monitor and the Monadnock Ledger Transcript. Robyn will work on this.

**Planning Director's update**

Robyn Payson informed the EDC that the Tractor Supply development and the Riverside Precision Steel Fabricator applications had been approved by the Planning Board. Next up is an application for Site Plan Approval by Weatherstone Crossing on April 1<sup>st</sup>

Respectfully Submitted,

Robyn Payson