

**ECONOMIC DEVELOPMENT ADVISORY COUNCIL
MINUTES
November 20, 2015**

The meeting, hosted by Councilor McClure, convened at 7:43 a.m., at City Council Chambers, 37 Green Street.

PRESENT: Christopher Carley, Councilor Champlin, Mr. Hosmer, John Hoyt, Bill Norton, Councilor Todd, Tim Bernier, Councilor McClure, Stephen Heavener, and Claudia Walker

ABSENT: Councilor Allen Bennett, Councilor Keach, and Robert Carey

STAFF: Mr. Baia, Deputy City Manager – Development
Mr. Walsh, Director of Redevelopment, Downtown Services, and Special Projects
Donna Muir, Administrative Assistant

1. Minutes of the November 6, 2015 meeting

Mr. Bernier stated that Page 4, Paragraph 5 of the minutes is incorrect. The minutes should read that Mr. Norton stated that Nashua's regulations are less onerous than Concord's. Councilor Todd moved to approve the minutes as corrected and Councilor Champlin seconded the motion. Motion carried unanimously.

2. Review of the Draft Economic/Business Development Strategies Report

Mr. Carley explained that the objective of today's meeting is to go through the report and make any necessary changes prior to the report being submitted to the Mayor and City Council.

On Page 2 of the report, Mr. Carley stated that he asked Mr. Baia to add the series of bullets summarizing some of the common themes from the business roundtable discussion and the survey responses. EDAC members discussed whether the bullets should remain and some minor changes to the wording of the bullets, including the following:

- Bullet # 3 – add, "but should not be taken for granted." at the end of the bullet
- Bullet # 4 – changed the first sentence to read "The current public transportation system is not useful to most people."
- Bullet # 7 – changed to read "Downtown is one of Concord's..."

Discussion ensued regarding the format of the report, including whether there should be an introductory "preamble" or simply provide the chart outlining the goals and strategies. The majority agreed that the report should include a preamble, the chart, and appendices (such as the minutes from the recent EDAC meetings).

The following strategies were rewritten after input from EDAC members:

- Goal # 1, Strategies # 1, 2, and 8
- Goal # 3, Strategies # 1, 2, 5, 6, and 7

There was significant discussion regarding the creation of an economic development director position and the adoption of a 3-5 year economic development plan.

The need for the City to retain a communications officer/expert to promote all City endeavors was debated and the benefits of hiring a public relations firm for the Main Street project and a communications coordinator for General Services were highlighted.

Mr. Bernier questioned the inclusion of “quality of life” and its ambiguousness. Specific strategies under Goal # 3 were vetted and changes in the wording were agreed upon.

Mr. Baia explained that he would circulate the reworked version of the report to EDAC members. The next meeting will be held on Friday, December 4th to provide a final review prior to the report being submitted for the December City Council meeting.

The meeting adjourned at 9:00 a.m.

*Respectfully submitted,
Donna Muir*

DRAFT