

PEMBROKE, NH
ECONOMIC DEVELOPMENT COMMITTEE
January 17, 2008 4 Union Street

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Attendance

John Payne, Chair; Mike Loso; Jacques Despres; Kevin Foss; Floyd Smith; Dana & Jocelyn Carlucci
Absent - Fred Kline, BOS Rep.

Call to Order

The meeting was called to order at 7:00 PM by John Payne, Chair.

Minutes

The October minutes were reviewed and a spelling correction made, however after checking the records, it was determined that a final copy of October had already been approved and sent out. November's meeting minutes were not available and will be approved at the next meeting. There was no meeting in December due to lack of a quorum.

Old Business:

Business Directory

The Committee discussed corrections that need to be made to the directory and how on-going updates will be made and who will make them. The directory is on a workable disk in a PDF file and could be updated by either the EDC Committee or the printer. Jacques suggested attaching the file to the town website. The members agreed that a hard copy of the directory is a useful tool for the town and helps promote local businesses. Kevin agreed to look at the file and determine if it will be possible for EDC to keep it updated and if it can be included with the town website, however no decision was made as to who will make the on-going updates or how often.

Postcard

Jacques presented several photos to choose from that would appear on the front on the card along with a list of emergency town phone numbers that would appear on the back. Mike presented his idea for the language that would appear on the back of the card. All members agreed that the postcard is an excellent way to promote the directory and EDC while at the same time providing a useful tool for residents. Should the directory be attached to the town website, the website address would also be included on the back of the card. Jacques received a price of \$473.00 for 5000 6x9 postcards and \$273 for 5000 3x5 cards not including shipping. Also discussed were options on how to distribute the cards to residents whether by mail or leaving at key locations throughout town (or both). Approximate costs and methods for mailing were reviewed but further pricing and clarification is needed to determine the most cost effective option. John stated that 2,865 newsletters were sent to residents, however it is unclear which mailing list would be used should EDC decide to mail the cards.

A motion was made by Jacques and seconded by Jocelyn to move forward with the postcard project using the photo of the Town Hall. Motion passed by unanimous vote.

The size of the postcard and the format of the back of the card were discussed. It was agreed that a 5x7 size would be the best option. Jacques will e-mail committee members a draft of how the back of the postcard would appear.

A motion was made by Dana and seconded by Jacques to approve the purchase of 5000 5x7 postcards with a cost not to exceed \$600.00. Motion passed by unanimous vote.

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Tree Grates

Jacques reported on his progress with the tree grates. The general feeling of the committee is that purchasing the better quality grates would be more beneficial to the town, however the cost exceeds what EDC would be able to spend. The option of contacting other organizations or business owners in the village area to donate funds for purchase was discussed along with other options to protect the trees. Jacques has agreed to purchase two grates. Protecting the grates during snow removal is of concern and there are some trees that need to be replaced.

New Business:

Snow Removal/Winter Parking

There was a brief discussion regarding a letter Dana sent to Geoff Ruggles, Chief Scott Lane and Jim Boisvert regarding winter parking in the village area. He requested that cars in the municipal parking area be required to be moved every 24 hours for snow removal, that business dumpsters be kept clear of snow and that nighttime snow removal be considered along Main Street to allow daytime customers adequate parking.

TIF

Dana asked the committee if they would get involved again in supporting the TIF and work on reinstating the funds back to the 50% that it was originally meant to be. The fund is currently at approximately 10% as each year it has been reduced, per town meeting vote, and the funds are being allocated to other town needs. He reminded the committee that the TIF was put in place by EDC to help with improvements on difficult lots. John asked what EDC could do to support the TIF. Dana explained that EDC could research numbers, make recommendations, talk to Selectmen, write letters, etc. The group agreed to discuss the issue again at a future meeting.

Recognition Award

The Committee agreed, by unanimous vote, to continue this award in 2008.

The "Prosper in Pembroke" award for February, 2008 goes to Donaghey Tree Farm, 359 3rd Range Road.

A motion was made by Jacques and seconded by Mike to award Donaghey Tree Farm, 359 3rd Range Road, the "Prosper in Pembroke" award for February, 2008. Motion passed by unanimous vote.

Other

Kevin announced that he has resigned from the Planning Board due to scheduling conflicts but would like to remain a member of the EDC Committee. John will write a recommendation on his behalf to the Selectmen.

The next meeting will be held on February 21, 2007 at 4 Union Street.

A motion to adjourn at 9:05 PM was made by Jacques, seconded by Mike, and passed by unanimous vote.