



Rochester City Council

Community Development Committee

MEETING MINUTES

Elaine Lauterborn, Chairperson
Alan Reed-Erickson , Vice-Chair
Brian LaBranche
Steve Hervey
David Hynes

Meeting Date:	March 28, 2013	
Members Present:	Councilor Lauterborn Councilor Hervey Councilor Hynes Councilor LaBranche Councilor Reed-Erickson	Members Absent:
Guests/Staff:	Samantha Rodgerson, Economic Development Secretary Kenn Ortmann, Director Planning Elena Engle, Community Development Specialist Chris Bowlen, RAYS Director Anne May, RAYS Assistant Director Art Jacobs, Recreation Dept. Supervisor Jim Chamber, Rochester resident and disc golf player Rob Feeney, PDGA rep William Marshall, President of Bellamy Park Disc Golf Mike Provost, Rochester Main Street	

Councilor Lauterborn called the meeting to order at 7:00PM. Motion was made by Councilor LaBranche and seconded by Councilor Hynes, minutes were approved unanimously.

PRESENTATION – Disc Golf	<p>Mr. Chamber introduced himself, Rob Feeney, PDGA rep and William Marhsall, President of Bellamy Park Disc Golf. He then showed the committee printed media examples of magazines and rules & regulations books based on disc golf. He briefly described the game of disc golf and showed the example of a disc and the basket used for the game. He explained that it follows the same rules as golf. He briefly discussed the benefits such as; low impact sport that can be enjoyed by all skill and age levels. It has a high benefit with a low maintenance cost that offers an economic benefit to the City. It attracts players to the city for tournaments and events and can be played anytime and in any weather. Mr. Chamber discussed the process if the City were to move forward. They (volunteers) would create an advance level course. It would take approximately 2-3 months to order and receive the baskets and setup the course. Volunteers would build the necessary T-boxes (pads) and bridges over streams and setup the course. There was some discussion about cleanup. Volunteers would do a majority of the cleanup, however there might be times that they would need assistance from the City. Mr. Bowlen stated that he had an amount of \$5,000 in next year's budget to go toward some of the equipment and materials needed to get started. He stated</p>
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	<p>that he would like to have a contract completed prior to the budget approval. The committee was very receptive to the plan and thanked them for their time. At this time the presentation was concluded. Ms. May handed out the new Recreation Newsletter to the committee. (<i>See attached</i>)</p>
<p>DISCUSSION – Rochester Main Street update</p>	<p>Mr. Provost started by informing the committee that several businesses have recently moved from Portsmouth to Rochester. The Chef's Table, Hobo's Tattoo, Skeletone and Headliners. He stated that there has been more business activity now than in his first 2 years here. Mr. Provost then discussed the branding initiative and stated that the committee is now raising funds to proceed with a branding process and has met with various organizations. He passed out a prototype of downtown restaurant listings (<i>see attached</i>) that could be used in welcome packages and by businesses in the City. He said they are also looking into doing a browsing brochure to show downtown shopping opportunities. Mr. Provost discussed events coming up like Rochester Pride Day and that the concentration would be on No Main Street and installing an archway over the Wyandotte walkway. He briefly mentioned that the Codes & Ordinances committee would possibly be hearing a new panhandling ordinance. There was some brief discussion about panhandling within the city. He then wanted to extend his gratitude to DPW for their great job clearing the snow downtown over the Winter. Mr. Provost then handed out a new brochure put together by Rochester Main Street that was being handed out to all downtown businesses that offered tips to businesses. (<i>see attached</i>) He then went on to mention some events coming up such as; Greater Rochester Author's Fair on April 27th at the Library. Free Comic Book Day, May 4th. Citizen's Bank was sponsoring the Factory Court Concerts again to begin on June 28th and continue Fridays until August 30th. The Blues Festival will be moved to the No. Main Street parking lot with traffic to be rerouted around River/Bridge streets. He informed the committee that he would be having a person from Workplace Success working in downtown to help cleanup, etc. Mr. Provost also informed the committee that he would be attending the National Main Street conference in New Orleans.</p>
<p>DISCUSSION – CDBG</p>	<p>Mr. Ortmann first explained that they would be looking for the committee's recommendations tonight so that they could be posted tomorrow. The timeline was discussed for the Public Hearing on April 2nd with the final vote to take place on April 16th. Councilor Lauterborn indicated that they would give their preliminary recommendations since the Public Hearing had not occurred yet. Ms. Engle handed out a letter received from HUD to state that all reporting was up to date and approved. (<i>see attached</i>) Ms. Engle then handed out a packet of information (<i>see attached</i>).</p> <p><u>Public Services:</u> Ms. Engle discussed the rating sheet that showed an overview of funding requests and the average score they received organized into the categories based on the Consolidated Plan. She then discussed the funding considerations sheet. She briefly explained the suggested funding options she used and asked the committee for their input. There was some discussion about the third option which would fund the top averages at 2/3 of their request while funding agencies from all three categories (Basic Need/Safety Net/Investment). Some brief</p>

discussion about the agencies took place. Councilor Lauterborn discussed not funding at 2/3 across the board but funding each on an individual basis. Councilor Lauterborn also was not comfortable funding an agency more than in previous years and opened this up for committee discussion. After discussion it was recommended to fund:

Homeless Shelter - \$8,000

Share Fund - \$5,000

My Friend's Place - \$4,405

Crossroads House - \$4,000

Tri-City Coop - \$2,500

Dover Adult Learning - \$3,300

Project Pride - \$3,300

For a total funding of \$30,505 overall based on the amount available with a 10% decrease in funding from the previous year. Some discussion about how to handle a change in the final grant amount. The committee recommended splitting any increase and giving to Dover Adult Learning and Project Pride equally.

Projects: Ms. Engle then discussed the items listed under the projects funding. In the

Economic Development category - NH SBDC with a recommended funding of **\$12,000**. The committee was supportive of this amount.

Housing Rehab category - Community Action Weatherization Program at a recommended funding of **\$50,000**. The committee was supportive of this amount.

Facility/Infrastructure category with recommended projects and funding amounts of:

Common Restroom - \$70,000

Rochester Child Care Center fencing - \$6,000

Rochester Historic Society window/insulation - \$18,000

Catherine Street Sidewalk Project - \$73,342

She explained that some of the projects and amounts would be reallocated from previous or current years funding. She then went over the breakdown provided of projects that would be using reallocated funds (see attached). The committee was supportive of using prior years funds and cleaning up those accounts.

City Funding for Public Service applicants: Ms. Engle informed the committee that she obtained applications from the agencies that are normally funded from the general fund. It was suggested that the City Manager might want the applications if the funding is presented out of his budget. Mr. Ortmann stated, to the best of his knowledge, that applications had not been obtained in the past from these agencies and no reporting had been required. He explained that as with CDBG funded agencies there are reporting requirements and suggested that the committee keep in mind if they would like reporting done for these agencies that would be some justification for city funds contributing towards Ms. Engle's salary. **There was a motion by Councilor**

	<p>LaBranche and seconded by Councilor Hynes to recommend following up with reporting on these agencies. Motion passed unanimously. There was some final discussion as to what information to include in the Council packets. The committee suggested that any items that were not included would be available in Ms. Engle's office.</p>
<p>DISCUSSION – Route 11 park access</p>	<p>Mr. Ortmann stated that he forwarded the request for information to the Conservation Commission but had not heard anything yet. Councilor Hynes stated that the City does not own the park, that it is owned by the State. There was some discussion as to whether it could be gated and who would enforce. There was some brief discussion about access. Councilor LaBranche suggested that the full Council may want to discuss if the City would want to own the land and that would be communicated at the Council meeting.</p>
<p>DISCUSSION – various topics</p>	<p>Councilor Hynes wanted to point out that the Authors Fair is a first for Rochester and that books are normally not allowed to be sold at the Library but that the trustees authorized it. He stated that this could be a big event for Rochester.</p> <p>Councilor LaBranche stated that he has heard much less negative feedback about downtown recently and that there has been much more positive activity.</p> <p>Mr. Ortmann then showed the committee some before and after pictures of the Brochu Court NSP property and the house that had been an eyesore next door. That house has now been completely fixed up by a private investor and is currently on the market. He explained that this was exactly the hope of doing the project, to generate private investment in the area.</p>
<p>DISCUSSION – agenda topics</p>	<p>April 25th – at this time there were no topics for the meeting and unless there was anything referred, this meeting could potentially be canceled.</p> <p>May 23rd – Conservation Commission update.</p>

Motion to adjourn made by Councilor Reed-Erickson and seconded by Councilor Hynes.
The meeting was adjourned at 9:50pm.

Next Meeting –April 25, 2013 (*tentatively*) in the Conference Room at City Hall
Topics – TBD



Rochester Recreation & Arena News

Rec: 150 Wakefield Street Rink: 63 Lowell Street rochesterrec.com / 332-4120

SPECIAL EVENTS:

Public Roller Skating (STARTING APRIL 5th)

The ice is being taken out and the multi-sport floor is put in during April at the Arena!

Fridays & Saturdays

from 6:00-7:30PM & 8:00-10:00PM

BOTH NIGHTS!

Sundays from 1:00-3:00PM

Thursdays for ADULTS ONLY from 7:00-9:00PM

\$5 per skater: rentals included!

PUNCHCARD DISCOUNT:

\$20 for 5 public skates

No public skate from 6:00-7:30pm on 4/12, 5/3, 5/4 & 5/10.

Roller Skating Birthday Parties At the Rink

Interested in holding a *fundraiser* or want a *private rental*? Contact us on our availability for the use of our *Roller Skate Rink*!

\$100 per hour (skate rentals included in this price)

Call Sarah to reserve your date now!

332-4120

Parent/Child Open Gym

Tuesday & Thursday

9:30-11:30am

Sunday

1:00-3:00pm

Community Center

~Free~

Children must be accompanied by an adult.

****Schedule subject to change****

Kari's Corner



Hello Families!

For this newsletter, I started to think about the weather and how the lack of sunshine and dry ground has probably had a tremendous impact on family fun.

Albeit everyone loves the snow, I'm sure those parents and guardians out there are starting to look for something to do with their little ones! Well, you're in luck. The month of April bodes many fun family activities, like the Earth Day Festival- *Tread Lightly* which will take place at the Massabesic Audubon Center on April 13th from 10am-3pm (\$5 pp/\$10 per family). Earth Day has never been so much fun with its animal demonstrations, picnic, crafts and roasted marshmallows by the fire! Many, like me, may want to visit the Lakes Region Flower & Craft Fair in Laconia on April 13-14 from 10am-3pm. This is a free event that will have many activities for everyone in the family! Lastly, there's always the 18th Annual Lions Model Train Show in Hooksett on the 21st from 10am-3pm. This is a yearly event that features over fifty vendors, clinics, demonstrations, kid's activities, and hands on fun, food, train videos and raffles. Remember, the Recreation Department & Arena are always holding fun family activities, as well! Roller skating begins at the Arena on April 5th, and don't forget that Rochester Pride Day is coming up on April 20th from 8:30am-1pm!

Have a wonderful April, everyone. I look forward to seeing everyone in and around the Recreation Department & Arena offices. See you then!

~Kari Inglis

If you watch a game, it's fun. If you play it, it's recreation. If you work at it, it's golf.
-Bob Hope

Creative Play

Creative Play is a fun, upbeat, music, movement, and play program for toddlers 1 through 4 years.



This class will provide children with age appropriate music, movement, and play activities. Through singing, dancing, moving, and open play time; this class will support language development, fine and gross motor coordination, and encourage early social skills and development while enhancing their natural curiosity and desire to explore. Join and meet our new instructor, Ms. Kari.

Wednesdays: 6-week session in the Rochester Community Center

Session #4: March 13th – April 17th from 11:30am-12:15pm

Cost: \$35 res / \$45 non-res per session

T-Ball

Ages 3-5

Want your little one to be the next Babe Ruth? Get them started at the Arena with our qualified staff to help them along! The Arena will be hosting a four week session of T-Ball at the Arena. The tykes will be able to learn the basics of the sport: hitting, catching, base running, and throwing. Each class has a fun atmosphere. Parents are able to sit on the sidelines and watch, or they're welcome to help their child on the field. Registrations start in April.

Sign up soon! Limited spots available – Deadline is April 31st for Tball.

When: Sundays from 4:00-5:00PM

TBall @ Arena from May 5, 12, 19, 26

Where: Rochester Arena

Cost: \$35 res / \$45 non-res per session

Rochester Recreation Shotokan Karate Club

Shotokan Karate provides its members a means to strengthen themselves both physically and mentally. The RRSKC values strength of character and fosters the values of courtesy, respect, and effort. For your convenience, children and adults may join anytime.

Rochester Community Center Dojo

Tuesday and/or Thursday 6-7pm for ages 4-9 (and families)

Tuesday and/or Thursday 7-8pm for ages 10-adults

Tuesday and/or Thursday 8-9pm for advanced students

Check their website, www.RRSKC.com, for complete schedules and fee structures or call Steven Warren at (603)312-8414.

Monthly Training Fees: Per child - \$25, per adult - \$40, per family (3 or more) - \$70

****Additional registration fees not included****

Hershey's Track & Field

Hershey's mission is to provide a quality recreation program where children have fun and are introduced to physical fitness through basic track and field events such as running, jumping and throwing. **Come to the Rec Department for a mandatory Parent Meeting on May 16th from 6:00-7:00PM.** Schedules for practices and meets will be handed out at this meeting! Please pick one up at the Rec Office if you miss this meeting. Practices begin May 20th from 4:00-6:00pm.

Teen Night for Ages 12-17

~FREE~

April 6 @ Rochester Community Center

May 4 @ Rochester Arena

6:00 – 9:00 PM

The Recreation Department offers various activities like dodgeball, basketball, arts & crafts, music, games and more! Donors provide free food- so parents don't have to worry about getting dinner on the table! Teen Nights are supervised by trained adult staff and volunteers. **The Teen Night on May 4th will be at the Rochester Arena! Parents are invited to attend from 6:00-6:30pm for a Summer Family Resource Expo!**

Sponsored by: Rochester Recreation, Rochester Police Dept., Juvenile Court Diversion, & Bridging the Gaps Coalition

Ms. Renda's Art Class

Ms. Renda will be hosting (2) six week classes for two different age groups. "Express Yourself" is geared for participants 12 and up (adults welcome!), while "Painting Harmony" is for the 60+ crowd (those suffering from Dementia and/or Alzheimer welcome!).

Upon registration, students will be given a supply list that they will need to buy and bring to classes. Some supplies may be on hand – please call in advance. Registration begins in March; classes will begin on March 27th until May 8th.

NO CLASS ON APRIL 24th.

Express Yourself

Ages: 12+

When: Wednesdays, from 5:30-6:30pm

Fees: \$35 res & kids / \$45 non-res

Painting Harmony

Ages: 60+

When: Wednesdays from 1:30-2:30pm

Fees: FREE res / \$45 non-res



JustBre Fitness ~ Taught by Heidi Keenan

Come join JustBre Fitness and help keep off those unwanted pounds in preparation for swim suit season! JustBre Fitness offers class specials and schedules that are available for March. Visit www.justbrefitness.com

April Schedule

Monday: PIYO – 5:30-6:30pm

Tuesday: TURBO KICK – 6:00-7:00pm

Wednesday: PIYO – 5:30-6:30pm

Thursday: FIT 5:30-6:00pm /

ZUMBA 6:00-7:00pm

Saturday: BOOTCAMP 8:00-9:00am / ZUMBA 9:00-10:00am

Cost: \$8 (drop in), \$55 (monthly), \$55 (10 class card), \$30 (5 class card)

Students, seniors and Military get a 10% discount

NOTE: All classes will be held at the Arena (Program Room), 63 Lowell Street, Rochester, NH.

Adult Roller Hockey League



The Rochester Arena will be offering a Roller Hockey League with up to eight teams. This league will have (3) 15 minute run time periods with referees. Starting times for the games are 6:30-9:30PM and the anticipated start date will be Monday, May 13th. Please call ahead for more information!

NO GAMES ON May 27th (Memorial Day)

When: May 13th-July 1st on Mondays

Times: 6:30-9:30PM **Cost:** \$120 per player

Wednesday Nights Roller Hockey

PICK UP

Starting April 10th, the Arena will be holding pick-up Roller Hockey on Wednesdays. This is a first come, first served program from 7:00-9:00PM. \$5 per person

PRIDE DAY CLEAN UP



Those who would like to participate in sprucing up our town can help with planting, raking and litter removal. This is a great activity for individuals, families and groups. All you need to do is pick your favorite Rochester "Hot Spot" to spruce up or we can provide suggestions! There will be lunch and a dodgeball game following the cleanup at the Rochester Arena. Come join the fun!

WHEN: Saturday, April 20th, 2013 from 8:30am-12:00pm

Registration forms available at:

Rochester Recreation 332-4124

kari.inglis@rochesternh.net (Kari Inglis)

Rochester Main Street 330-3208

director@rochestermainstreet.org

Senior Indoor Tennis

Calling all senior citizens! Are you looking for an activity to help keep you active while meeting other older adults? The Rochester Recreation urges Beginners to try it out – zero experience needed. The Recreation Department will provide light weight rackets and low compression balls used for easy play. All participants need to bring are comfortable shoes and their friends.

This is a free drop-in program – all applicants must sign in at the Recreation Office.

*** This time is designated for seniors. ***

Tuesdays & Thursdays

12:00-1:00pm

APRIL VACATION CAMP **at the ARENA** **Ages 6-13**

During April Vacation students can enjoy a multitude of sports, arts & crafts, roller skating, games, and so much more! Let your kid(s) socialize and burn off some energy at camp. If weather permits, activities will be played outside.

Campers must bring: outdoor clothing, lunch, snack, and drink(s).

Where: Rochester Arena (63 Lowell St.)

When: Monday-Friday, April 22 - April 26

Time: 9:00am-3:00pm with pre/post hours from 7:30am-5:30pm

Fee: \$90 res / \$105 non-res



SUMMER CAMP & SWIM INFORMATION

Make sure to put these dates on your calendar!

April 1st – Summer Camp information is released & signups begin!

May 1st – Neighborhood camp sign-ups begin...

June 5th – Summer camp tuition must be paid in full...

June 24th – First Day of Camp & Swim Lessons!

July 4th – No Summer Camp!



If you have any questions, please do not hesitate to call (332-4120) or email

Kari.Inglis@rochesternh.net

Recreation Department April Scramble

Unscramble all of the words for a fantastically fun time! (Answers in May newsletter!)

kieh

nsgpir

rwfesol

iebk

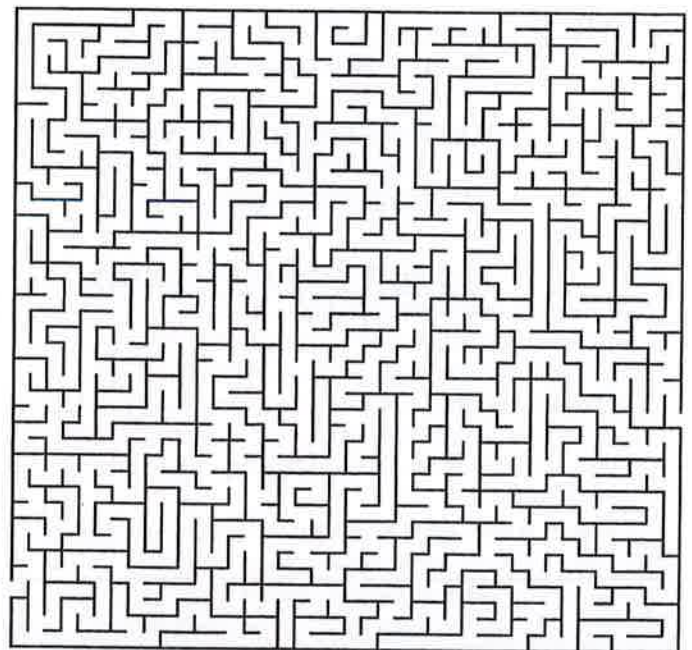
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Rochester Arena Maze

Find your way from one side to the other!



Take a Bite Out of Downtown



Rochester, NH



Published By  **ROCHESTER MAIN STREET**

www.rochestermainstreet.org 603-330-3208

1. **Bella Fresca** - 44 North Main St. - 948-1020 \$\$ LD
Hours- Summer: M-T10-9 Winter: M-T10-8
 F & S10-11 F & S10-9
 S 11-9 S 11-8
2. **Benedicts Grill** - 176 S. Main St. - 330-0665 \$ BL
Hours - T-S 6-2:30 Closed Mondays
3. **China Palace** - 101 S. Main St. - 332-3655 \$\$ LD
Hours- S-T 11-9, F-S 11-11
4. **D'angelos** - 79 S. Main St. 335-2722 \$ LD
Hours- M-T 10-9, F & S 10-10, S 11-9
5. **Dos Amigo's Burritos** - 15 Wakefield St. - 948-1052 \$ LD
Hours- M-T 11:30-8:30, F- S 11:30-9, S 11:30-8
6. **Dunkin Donuts** - 111 S. Main St. - 332-2326 \$ BLD
Hours- 24 hours
7. **Dynasty Restaurant** - 24 Signal St. - 332-1000 \$ LD
Hours- Summer: S-T11:30-9:30 Winter: S-T11:30-9
 F-S 11:30-10:30 F-S 11:30-10
Buffet Hours- Lunch- S-S 11:30-3
 Dinner- S-T 5-8, F-S 5-9
8. **Fat Tony's Italian Grill** - 61 N. Main St. - 335-7020 \$\$ LD
Hours -
9. **Friendly's** - 77 S. Main St. - 332-6055 \$ BLD
Hours- S-T 7-11, F-S 7-12
10. **Froggies Place** - 133 N. Main St. - 332-8182 \$ BL
Hours- M-F 6:30-1:30, S-S 6:30-12
11. **Happy Pappy's** - 363 Portland St. - 335-0993 \$ BLD
Hours- T-S 7-7 Closed Sun & Mon
12. **Lilac City Grille** - 45 N. Main St. - 332-3984 \$\$ LD
Hours- M-S 11:30-10, S 11:30-9
13. **Main Moon** - 12 Union St. - 335-3388 \$ LD
Hours- M-S 11-10 Closed Sunday
14. **Mel Flanagan's Irish Pub** - 50 N. Main St. - 332-6357 \$ LD
Hours- Café 11-8:30, Pub 11-9, till 10 if there's a party
15. **Moe's Italian Subs** - 35 N. Main St. - 335-2735 \$ L
Hours- M-F 9-6, S 10-5, S 10-4
16. **The Portable Pantry** - 12 Hanson St. - 948-2035 \$\$ BLD
Hours- M-W 7:30-2:30, T-F 7:30-8, S 7:30-4
17. **The Chef's Table** - 19 Hanson St. - 948-1155 \$\$\$ D
Hours- T-S open at 5
18. **Two Toads** - 24 Signal St. - 948-1096 \$ BLD
Hours- M-F 6:30-7, S 10-7, S 10-6:30
19. **Windjammers** - 240 Portland St. - 332-9622 \$\$\$ LD
Hours- S-T 11-8, S-F 11-9

B-Breakfast L-Lunch D-Dinner
C-catering d-delivery R-Takes Reservations
\$ 5-10 \$\$ 10-15 \$\$\$ 15-20 \$\$\$\$ 20&up

2013

ROCHESTER MAIN STREET

Tips for Better Business

Make your Registers Heat Up During Downtown Festivities

Welcome to our first issue of *Tips for Better Business*. It is produced by Rochester Main Street's ER Committee and PR/Events. As a business owner, you have an important stake in the revitalization of downtown Rochester. While progress has been taking place in the Rochester Main Street District, what puts the most "feet on the streets" are our events. Yet as successful as these events are, questions always arise:

First: Why do we close streets for some special events? Simply, it is done for the safety of attendees, merchants and volunteers.

Second: Why do we have special events downtown? Special events bring thousands of people to downtown Rochester each year. With so many residents and visitors here, the opportunity for downtown merchants to generate extra income and gain exposure is greatly increased. This is a day-of-event benefit.

Third: Why are events important? First, special events allow residents and visitors to see all that downtown Rochester has to offer. While not everyone who attends an event will be shopping, certainly they will all be looking - looking at what stores, restaurants and services are here. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases. This is an after event benefit.

Second, successful events get residents and visitors thinking about downtown Rochester as a destination for shopping, dining and entertainment, rather than as a

place to pass through to simply get somewhere else. This is a long-term goal.

This edition of *Tips for Better Business* will give you helpful information on how you can make money during these events, and will provide you with tools you can use to attract people and bring them into your business - before, during and after the event.

Rochester Main Street - which sponsors our downtown events - is dedicated to preserving, protecting and revitalizing downtown Rochester. The Economic Restructuring Committee & PR/Events Committee, of which we are the chairpersons, are two of four committees that make up the organization. The committee's mission is to make downtown Rochester a destination for both residents and visitors. You are encouraged to come to our meetings and be a part of revitalizing downtown. Our PR/Events committee meet at 8:15a.m. on the first Thursday of each month at the Portable Pantry, 12 Hanson St. Our ER Committee meet at 8:00am the second Thursday of the month.

We hope that you enjoy and profit from reading each year's edition. We wish you success.

Jeffery Bisson
PR/Events Chair &
Molly Meulenbroek
ER Chair



Rochester Main Street
603-330-3208
www.rochestermainstreet.org

Pre-Event Tips

- **Remember “Two & Five”**

There are only two days in the entire year when Rochester Main Street closes a downtown Street and brings **THOUSANDS** of people to downtown Rochester. **Your opportunity to make additional sales on one of these two days is greater than on any other non-event day during the year.**

Two street closures are: North Main Street and North Main Street parking lots for the Blues Festival and Hanson Street for the October Festival.

There are five other events produced by Rochester Main Street volunteers that bring residents and visitors downtown and moving around downtown. Some are free and others charge a nominal fee for participation. As always, these fees are only to help cover the cost associated with producing each event.

Rochester Pride - Hundreds of volunteers downtown working together to better their community. You can join the fun by planting, painting and changing window displays or get together a team and tackle a project.

Free Comic Book Day - Rochester hosts one of the largest National Free Comic Book Day events in the Northeast, drawing thousands of fans from around the region to Rochester for the day. Plan an interactive activity or window display and get in the spirit.

Factory Court Brown Bag Concerts - For ten weeks on Fridays (June - August) bring potential customers downtown to enjoy local and regional entertainment during lunch time. Restaurants may want to sign up for an opportunity to sample and coupon potential customers.

Trick-or-Treat/Zombie Walk - For a nominal fee which covers the cost of school fliers, strolling entertainment, balloon bouquets and maps of participants. Last years event was attended by 710 children plus parents. The ever popular Zombie Walk draws adults and teens downtown to view dance studio performances of “Thriller”.

Win the Window - Main Street volunteers take over a vacant storefront and decorate the window showcasing a diversity of goods and services offered downtown. For a minimal donation of \$25 in merchandise or a gift card your business is listed on a “Passport To Downtown” which encourages visitors to visit any twelve participating businesses to get stamped during a three week period prior to the holidays.

These are additional opportunities to establish

relationships with potential customers and reinforce existing customer relationships.

- **“Plant The Seed”**

A few weeks before the event, put some items near your cash register or in your window that fit the theme of the upcoming event. **For the Blues Festival you could play blues music, offer BBQ specials or display blown up posters of blues artists in store windows. For October Festival, join in the window display contest, build a scarecrow, put out pumpkins, serve apple crisp or mulled cider.** The point is to raise awareness of the event and to allow you to tell your customers about the specials you will be offering at or during the event. Remember that during our two major events we get permission for you to be on the sidewalk in front of your business, something not usually allowed and at no charge. If you want to be in the middle of things, then reserve a booth space at a nominal fee.

- **Print Fliers**

Advertise some special offers, activities or sampling in your business during the event. **And if you need free help designing a simple flier, just give Rochester Main Street a call at 330-3208.** Beginning a few weeks before the event, put the fliers in your customers shopping bags or hand out with guest checks so they know about the event and what will be going on in your store.

- **Work Your Contact List**

If you have an email list of your customers, send them an email and let them know about the event, your store/restaurant hours during the event and what you will be offering. If you have a mailing list, consider sending a flier along with a coupon that is good only during the event. Staying in contact with your customers makes them feel valued and it keeps your business in their mind

- **Set Up Cross-Promotions**

This is a great way to maximize customers. If you sell Products or services that complimentary to another downtown business owner, join forces and pass coupons for one another. Some examples for cross-promotions include a clothing store with a jewelry store or hair salon, a bridal shop with a florist or a restaurant with a bakery.

2013

Events Work for You



Day-Of-Event Tips

- **Make Sure Your Business Stays Open** during the event.

You can't make a sale if you aren't open. **While special event attendees may not be your "regular" customers, they are your "potential" customers.** Show them that you are supportive of the downtown and that downtown is a great place to be.

- **Have A Sidewalk Sale Table**

Attract attendees to your store. When possible, try to offer items that complement the special event. For example, retail businesses might consider selling sunscreen, tanning lotion, flip flops, sunglasses or hats during the Blues Festival in July and the October Festival. If your business doesn't carry these items, just moving some of your regular merchandise outside brings extra attention to your shop. We get permission twice per year for sidewalk sales

- **Have A Special In-Store Sale**

Or special only during the hours of the event. Provide such good deals on selected food or merchandise that it's worthwhile for people to come inside. While they're in your shop, consider running an easy contest. Try a guess game like the number of jelly beans in a jar. Just have participants fill out a piece of paper with their name, address, phone number, email and

birth date (no year needed). By doing so, they've entered the contest and you've got important information that allows you to add them to your mailing list or to begin building one. And by getting their birth date, you have the opportunity to send them a card on their special day—something some of your competitors don't even dream of doing.

- **Offer "Just Looking" Coupons**

Hand them to customers who are browsing in your store and invite them to come back. **Remember that people are more likely to respond to "value added" promotions than they are to "percentage off" promotions.**

- **Modify Your Service and Change the Name**

This is an ideal thing for personal service businesses like nail salons to do. A nail salon might set up a table offering "10 minutes Total Hand Makeovers". Rather than providing the full-blown nail salon service, the salon can offer a simple coat of any polish the customer chooses along with a sealer for one low price during the event. A hair salon might offer "beads and braids" for the children, where they charge by the inch or by the strand. The possibilities are endless!

Rochester Main Street
603-330-3208
www.rochestermainstreet.org

- **Offer To Hold Customers' Purchases For Them**

Some people resist making purchases during special events because they don't want to have to carry additional items. Holding packages is an easy way to help close a sale and to provide great customer service that will long be remembered.

- **Have an Open House or In-Store Demonstration During the Event**

This is a great way for service-related businesses to introduce themselves and their service to the public. Have a brief sign-in form to capture the name and phone number (or email address) of anyone who attended so you can follow up with them after the event. Also, be sure to pass out fliers or business cards to all who attend.

- **Pay Attention To The "Curb Appeal" Of Your Business**

Sweep outside, clean your windows and keep the walkways free of clutter. Inside, make sure your business is clean, well-lit and inviting. Fresh flowers and balloons are great, quick fixes. Flowers are available at

Studley's Flower Gardens at 82 Wakefield Street. Consider outdoor planters or benches for seating.

- **Build Your Mailing List**

Take every opportunity to get names and contact information from event attendees. Building a mailing list allows you to communicate directly and inexpensively throughout the year with your customers.

- **Participate and Become Engaged**

Rochester Main Street volunteers can bring the special events to downtown but it is up to you to participate, and also **make sure that you and your employees are engaged and know of each and every event going on.** Information is always available through the weekly downtown E- newsletter "Main Street Matters". Sign up today by emailing director@rochestermainstreet.org. Read it regularly and take advantage of opportunities to get the word out on special activities or events. Deadline for Thursday publication is 2:00pm on Tuesdays!



- **Follow Up**

If you collected names and contact information from people who visited your business during the event, reach out to them. Even if they didn't purchase anything during the event, sometimes a follow up is all that is needed to make a sale or close a deal

- **Stay in Contact**

In today's world that's easy and inexpensive. One of the simplest and most effective ways to stay fresh in the minds of your customers is to send them regular electronic newsletters. There are many programs available online, such as Constant Contact® and iContact®. There you will find a wide range of easy-to-use templates for creating your own newsletter. Use them to tell your customers what is new in your business. Let them know of other upcoming downtown events. Conduct a survey to find out what your customers are looking for. The possibilities are endless. Between newsletters, maintain contact and inform customers about sales and specials through email and snail mail.

- **Be Part of Planning Other Events**

Downtown special events don't happen by themselves. They take months of planning and organizing by volunteers and merchants just like you. If you are part of the planning, you have direct input on how events can be structured to better meet the needs of downtown business owners. Our PR/Events Committee—which organizes downtown events—meets at the Portable Pantry on the 1st Thursday of each month at 8:00a.m.

- **Keep At It!**

Not every promotional idea will work for every business every time. Try different things. Keep what works. Get rid of what doesn't. Come up with new ideas. If you need help, just call Rochester Main Street at 330-3208 and we will be glad to work with you. Remember: the only time you can be guaranteed success is when you set out to do nothing. If volunteers are bringing people downtown, are you taking advantage of an opportunity?



**Destination University...
 Market Without Money,
 Create a Business Plan, Keep
 Business Records, Become a
 Destination Business and
 More**

**LEARN HOW TO MARKET your
 business without money, how to cre-
 ate a business plan, how to create and
 send email newsletters and much,
 much more.**

Destination University, through
 Rochester Main Street offers experts
 to conduct a range of free webinars
 designed to help small businesses
 succeed in a competitive market-
 place.

All our webinars are held periodi-
 cally at the Rochester Chamber of
 Commerce conference room

**Space is limited so you'll want to
 reserve your spot.**

**Contact the Rochester Main Street
 office at 603-330-3208 for a list of up-
 coming webinars or to reserve a
 space.**

Www.destinationuniversity.com



2013 Calendar of Events

Rochester Pride

Saturday, April 20: 8:30am - 12pm

Trick-or-Treat On The Town

Friday, October 25: 4:15-6:15

Free Comic Book Day

Saturday, May 4

Zombie Walk

Friday, October 25: 7:00pm

Factory Court Concerts

Fridays, 11:45am - 1:30pm
June 28th - August 30th

Holiday Tree Lighting

Sponsored by Greater Rochester Chamber of Commerce
Friday, December 6: 5:00pm

BBQ/Blues Festival

Saturday, July 20: 10am - 4pm

Holiday Parade

Sponsored by Greater Rochester Chamber of Commerce
Sunday, December 8: 3:00pm

October Festival

Saturday, October 12: 10am - 4pm

Win the Window

December 1 - 20



New England

U.S. Department of Housing and Urban Development

Office of Community Planning Development
Thomas P. O'Neill, Jr. Federal Building
10 Causeway Street
Boston, Massachusetts 02222-1092

Fax (617) 565-5442
Tel (617) 994-8350

FEB - 6 2013



Mr. Daniel Fitzpatrick
City Manager
City of Rochester
31 Wakefield Street
Rochester, NH 03867

Dear Mr. Fitzpatrick:

Subject: FY 2011 Consolidated Annual Performance and Evaluation Report (CAPER)

We have reviewed and approved the City of Rochester's Consolidated Annual Performance and Evaluation Report (CAPER) for your program year July 1, 2011 to June 30, 2012. Our review also included statistical and narrative data captured in HUD's Integrated Disbursement and Information System (IDIS). We would like to take this opportunity to remind the City that the CAPER is due within **90 days** after the close of the jurisdiction's program year (24 CFR 91.520). The City submitted the current report on January 15, 2013.

Based on the information provided, we find Rochester's FY 2011 CAPER to be consistent with the City's Consolidated Plan for 2011 - 2015 and Action Plan for 2011 - 2012. The narrative describes how the City is working to meet the goals identified in the plans as well as proposed versus actual outcome results. We also find the City to be within the 15% cap for public services and the 20% cap for planning and administration.

As a result of our review, we have determined that the City of Rochester has carried out its activities and certifications in a timely manner, consistent with the requirements and primary objective of the Housing and Community Development Act of 1974, as amended, and with other applicable laws and program requirements. Pursuant to 24 CFR 570.905, we find that the City of Portsmouth has the continuing capacity to carry out its activities in a timely manner.

Please remember that a copy of this letter must accompany all copies the CAPER. If you have any questions or if we can be of any assistance, please contact your CPD Representative, Michelle Blake, at 603-666-7510, extension 3049 or Michelle.Blake@hud.gov.

Sincerely Yours,

Robert D. Shumeyko
Director

CC: Kenneth Ortmann, Community Development Director
Elena Engle, Community Development Specialist

Community Development Committee
AGENDA: Community Development/CDBG
March 28, 2013

1. Review of Rating Sheets
2. Final recommendations for Funding of Public Service Agencies
3. Final recommendations for Funding for Housing Projects
4. Final recommendations for Funding for Economic Development Projects
5. Final recommendations for Funding of Public Facility/Infrastructure Projects
6. Review of Agenda Bills for facility project reallocations
7. Review of City Funded Agencies

CDBG									
Consolidated Plan Priority Category	Public Service Agency							Average	Funding Request
Basic	Homeless Center for Strafford County	5	5	5	5	4		4.8	\$8,000.00
Basic	SHARE Fund	4	5	4	5	5		4.6	\$5,000.00
Basic	My Friends Place	5	4	3	4	5		4.2	\$7,000.00
Basic	Cross Roads House	4	3	1	4	5		3.4	\$12,000.00
Basic	Goodwin Community Health	3	4	2.5	4	3		3.3	\$5,000.00
Basic	Child and Family Services of NH	1	4	1	4	2		2.4	\$2,500.00
Safety Net	Tri-City Coop	3	4	2	2	5		3.2	\$3,732.94
Safety Net	AIDS Response Seacoast	3	3	1	2	5		2.8	\$5,000.00
Safety Net	Girls Incorporated	2	2	1	3	5		2.6	\$2,500.00
Investment	Dover Adult Learning Center	3	5	5	3	5		4.2	\$5,000.00
Investment	Project Pride	2	5	5	3	4		3.8	\$5,000.00
Investment	Big Brothers Big Sisters of Greater Seacoast	2	2	1	3	4		2.4	\$3,500.00
TOTAL									\$64,232.94

2013-2014 "Estimated" Funding For Public Services	
2012-2013 Grant	\$225,961
Estimated 10% decrease for 2013-2014	\$203,365
15% for Public Services	\$30,505

- Fully Fund or Partially Fund Agencies?
- Consider funding of "at least" one agency from each "Priority Category" identified in the Consolidated Plan (Basic Needs, Safety Net, Investment)

FUNDING CONSIDERATIONS						
Consolidated Plan Priority Category	Public Service Agency	Average	Funding Request	Fully Funding Top Averages	Fully Funding Top Averages (Including at least one from each priority category)	Funding Top Averages at 2/3 of Request (Including at least one from each priority category)
Basic	Homeless Center for Strafford County	4.8	\$8,000.00	\$8,000.00	\$8,000.00	\$5,333.00
Basic	SHARE Fund	4.6	\$5,000.00	\$5,000.00	\$5,000.00	\$3,333.00
Basic	My Friends Place	4.2	\$7,000.00	\$7,000.00	\$7,000.00	\$4,666.00
Basic	Cross Roads House	3.4	\$12,000.00			\$8,000.00
Basic	Goodwin Community Health	3.3	\$5,000.00			
Basic	Child and Family Services of NH	2.4	\$2,500.00			
Safety Net	Tri-City Coop	3.2	\$3,732.94		\$3,233.00	\$2,488.00
Safety Net	AIDS Response Seacoast	2.8	\$5,000.00			
Safety Net	Girls Incorporated	2.6	\$2,500.00			
Investment	Dover Adult Learning Center	4.2	\$5,000.00	\$5,000.00	\$5,000.00	\$3,333.00
Investment	Project Pride	3.8	\$5,000.00	\$5,000.00	\$5,000.00	\$3,333.00
Investment	Big Brothers Big Sisters of Greater Seacoast	2.4	\$3,500.00			
			\$64,232.94	\$30,000.00	\$33,233.00	\$31,331.00
\$30,486.00						
*Note that there might be a "slight" decrease or increase in total funding to each agency depending on grant amount.						

Community Development Committee Recommendations for CDBG Funding

CDBG- Economic Development				
Consolidated Plan Priority Category	Economic Development Project(s)	Support Funding Yes or No	Amount Requested	Recommended Amount to Fund
Investment	New Hampshire- Small Business Development Center		\$12,000	
			\$12,000	

CDBG- Housing Rehab				
Consolidated Plan Priority Category	Housing Rehab Project(s)	Support Funding Yes or No	Amount Requested	Recommended Amount to Fund
Basic	Community Action of Strafford County- Weatherization Program		\$50,000	
			\$50,000	

CDBG- Facility/Infrastructure				
	Facility/Infrastructure Project(s)	Project Cost	Support Funding Yes or No	Support of Reallocation of Prior Year CDBG Funds
Rochester Common Restroom		\$70,000		
Rochester Child Care Center Fencing		\$6,000		
Rochester Historic Society Windows/Insulation		\$18,000		
Catherine Street Sidewalk Project		\$73,342		
		\$167,342		

Community Development Committee Recommendations for CDBG Funding

CDBG- Public Services				
Consolidated Plan Priority Category	Public Service Agency	Support Funding Yes or No	Amount Requested	Recommended Amount to Fund
Basic	Homeless Center for Strafford County		\$8,000.00	
Basic	SHARE Fund		\$5,000.00	
Basic	My Friends Place		\$7,000.00	
Basic	Cross Roads House		\$12,000.00	
Basic	Goodwin Community Health		\$5,000.00	
Basic	Child and Family Services of NH		\$2,500.00	
Safety Net	Tri-City Coop		\$3,732.94	
Safety Net	AIDS Response Seacoast		\$5,000.00	
Safety Net	Girls Incorporated		\$2,500.00	
Investment	Dover Adult Learning Center		\$5,000.00	
Investment	Project Pride		\$5,000.00	
Investment	Big Brothers Big Sisters of Greater Seacoast		\$3,500.00	
			\$64,232.94	

Rochester Child Care Center Fencing

Estimated Cost: \$6,000

Total Cost from FY 13-14 CDBG Grant**\$6,000**

Rochester Common RestroomsFY13 CDBG (Fund 6097) = \$70,000.00 ROH**\$70,000****Historical Society (Windows/Insulation)**

Estimated Cost: \$18,000

FY09 CDBG (Fund 6057) = \$10,091.78 *HS Fire Escape*FY10 CDBG (Fund 6064) = \$724.39 *HS Fire Escape*FY10 CDBG (Fund 6064) = \$139.74 *Admin*FY11 CDBG (Fund 6082) = \$3,339.94 *HS Elevator*FY11 CDBG (Fund 6082) = \$703.64 *Admin*FY12 CDBG (Fund 6091) = \$2,187.02 *Admin*FY13 CDBG (Fund 6097) = \$813.49 ROH**\$18,000****Catherine Street Sidewalks**

Estimated Cost: \$73,342.99

FY 13-14 CDBG Grant = \$70,728.77

FY11 CDBG (Fund 6082) = \$2,614.22 Admin**\$73,342.99**

