

ROCHESTER ECONOMIC DEVELOPMENT COMMISSION  
MINUTES - FEBRUARY 18, 2016  
4:00 P.M. – CITY HALL CHAMBERS  
31 WAKEFIELD STREET, ROCHESTER, NH

MEMBERS PRESENT -

Susan DeRoy, Chair  
Christine DeAngelis  
Mark Hourihane  
Jonathan Shapleigh  
Ron Poulin  
Kris Ebbeson  
Karen Pollard, CEcD, EDP  
Jennifer Marsh, E.D. Specialist

MEMBERS ABSENT -

Kevin Ryan

OTHERS IN ATTENDANCE – Michael Provost, Direct Rochester Main Street, Troy  
Dillow, Bernier Insurance

- A. CALL TO ORDER – Chair Susan Deroy called the meeting to order at 4:00 PM. Attendance was taken.
- B. APPROVAL – January 21, 2015 Regular Meeting
- One change was noted by Ron Poulin as the title “Chairman” should not have been used in front of his name in the minute approval for the January 21<sup>st</sup> minutes. This change was noted.
- With the described revision a motion was made by Ron Poulin seconded by Mark Hourihane to approve the regular minutes of the January 21, 2016, meeting .  
Motion carried.
- C. Nomination of Vice Chair
- Susan discussed the nomination of Jonathan Shapleigh as Vice Chair of REDC.
- A vote was called and approval of Jonathan Shapleigh as Vice Chair was motioned by Ron Poulin, seconded by Mark Hourihane and was unanimously approved.
- D. DISCUSSION – Update on 2016 Assigned Goals
- Susan had all members around the table present updates relative to progress on their assigned tasks.

- Meeting with the Mayor – Karen & Susan met with Mayor Karen McCarley to discuss her vision and goals to be pursued during her term and learned that she is passionate about the following:
  - o Action on Way-finding & Branding for the City
  - o Changing the Tri-City image perspective of Rochester vs. focusing on Outside the Tri-city region (this image is not negative).
  - o A fairground rezoning committee to be formed with Karen & REDC member to facilitate rezoning of this property.
- Opera House & Fairgrounds – Jon & Ron discussed progress relative to meetings with contacts to assist with management & venue attraction.
- Karen discussed zoning requirements relative to signage at Granite Ridge and the recent opposition to a 100' sign beacon at the sight that could be seen from the Spaulding Turnpike. Susan asked if there was any way that REDC could facilitate working with Waterstone & the City to find mutual ground and it was determined that an REDC member should be present at the next meeting with Waterstone & City Council.

The brick chamber sign on the Spaulding Turnpike was also discussed. Waterstone Retail had requested to redevelop the sign that would include them paying for the redevelopment and ongoing maintenance. This was denied by the chamber. Committee members are going to research this further and see how we may facilitate a working relationship between the chamber & Waterstone to update the sign.

#### E. OTHER BUSINESS

- Karen mentioned that Phase II City approval of the Ridge is expected at the March 22<sup>nd</sup> meeting.
- Karen brought up REDC member visits to local business and the committee agreed to make an effort to get out and additionally would like to hold the REDC meetings at various locations at local businesses to show out support.
- The Saffron/Albany visit in January was a huge success and all in attendance were amazed by the company's progress to date and the current and future positive impacts to the local economy.
- Mike Provost discussed a free App. That he is setting up through districts.com. This app will be available free to the public and will be a marketing tool for local businesses that sign up for promoting specials, events, and an easily readable map.

#### F. NON-PUBLIC SESSION – None required

#### H. ADJOURN - Motion made at 5:30PM by Mark Hourihane, second by Ron Poulin to adjourn - Motion carried.

NEXT MEETING TO BE HELD ON MARCH 24, 2016 AT 4:00 PM - CITY  
COUNCIL CHAMBERS CONFERENCE ROOM - 31 WAKEFIELD STREET,  
ROCHESTER, NH