

ROCHESTER ECONOMIC DEVELOPMENT COMMISSION
MINUTES - JANUARY 21, 2015
4:00 P.M. – CITY HALL CHAMBERS
31 WAKEFIELD STREET, ROCHESTER, NH

MEMBERS PRESENT -

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

MEMBERS ABSENT -

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 – December 17, 2015 Regular Meeting -
Motion made by Mark Hourihane second by Chairman Ron Poulin to approve the regular minutes of the December 17, 2015, meeting . Motion carried.
- C. DISCUSSION – Buxton Presentation –
- Karen Pollard provided a detailed review of the information available currently through the contract with Buxton inclusive of “Consumer Profiles” and “Buying Behaviors/Psychographics.”

- Karen stated that we will only have the Buxton information available until July when the contract expires and the contract will not be renewed in the 2016/2017 budget. The \$35,000 expense will be instead reallocated for Strategic Planning.

- Ron Poulin confirmed with Karen that in the event we would like to turn the service back on the following year that there would be no additional “start-up” costs and only the annual service fee is to be charged if
- D. DISCUSSION – Assignment of 2016 Goals
- Susan had all members come to the meeting with their top choices of goals they would work on in 2016 and went around the table for signup.

- Jen Marsh noted each member's two choices and will email out all selections into the 2016 Goal spreadsheet.
- Committees agreed to meet bi-monthly for progress updates and action item assignments.

E. DISCUSSION – COMMISSION MEMBER EXPECTATIONS

- Susan mentioned that we all need to have a concerted effort to reach our goals in 2016 to assist in keeping the City of Rochester's economy vibrant.

F. OTHER BUSINESS

- Mike Provost Updated the commission in relation to the Main Street Newsletter, Destination Businesses, and the passage of the "outdoor dining ordinance."

G. - NON-PUBLIC SESSION – None required

H. - ADJOURN - Motion made at 5:35PM by Mark Hourihane, second by John Larochelle to adjourn - Motion carried.

NEXT MEETING TO BE HELD ON FEBRUARY 18, 2016 AT 4:00 PM - CITY COUNCIL CHAMBERS CONFERENCE ROOM - 31 WAKEFIELD STREET, ROCHESTER, NH