

ROCHESTER ECONOMIC DEVELOPMENT COMMISSION  
MINUTES – December 11, 2014  
4:00PM CITY COUNCIL CHAMBERS  
31 WAKEFIELD STREET  
ROCHESTER, NH

MEMBERS PRESENT:

Rick Lundborn, Chair  
Susan DeRoy  
Mark Hourihane  
John Larochelle

Ron Poulin  
Jonathan Shapleigh  
Kevin Ryan

Karen Pollard, ED Manager  
Jennifer Marsh, ED Specialist  
Jim Gray – Guest  
Bob Jaffin – Guest

MEMBERS ABSENT:

Janet Davis  
Mayor T.J. Jean, Ex-officio

- A. CALL TO ORDER: Rick Lundborn called the meeting to order at 4:00pm. Attendance was taken.
- B. APPROVAL: November minutes – motion made by Mark Hourihane to accept, seconded by Rick Lundborn. Motion passed.
- C. RETAIL MARKETING: Karen Pollard discussed extending the Buxton retail marketing software license by six months. It has been a useful tool for attracting big box retailers and small retailers alike. Karen Pollard further discussed the possible use of Retail Strategies, Inc., a retail marketing firm, as an alternative to the Buxton software license. This would be a different approach as the Buxton software provides retail data analysis to enhance ED's value statement to prospective retailers vs. outsourcing some of ED's marketing and prospecting activities to Retail Strategies, Inc. Upcoming retail conventions in 2015 to be attended are Hartford in March and Las Vegas in May.
- D. SPAULDING TRANSPORTATION COALITION: Legislative meeting to be held January 14, 2015 at 6pm. Strafford Regional Planning meeting to be held January 21, 2015 at 5pm
- E. MEMBERSHIP: Janet Davis and Susan DeRoy are being renewed as REDC Members. Tim Cremmen's position is open and there is a potential applicant. Discussion was held regarding qualifications for future board members (must be pro-Rochester and pro-business). Discussion was held concerning revisiting the requirement that limits REDC membership of non-resident business owners to only 4. This will be added to the January agenda for further discussion.
- F. PROPERTY TAXES: Discussion was held regarding recent changes in Rochester's property taxes. It was agreed the REDC would recommend by letter to the City Council that an independent, third-party consultant review the recent changes in all property categories.
- G. Meeting adjourned at 6:15pm