

ROCHESTER ECONOMIC DEVELOPMENT COMMISSION  
MINUTES – March 21, 2019  
ROCHESTER CITY HALL – CITY COUNCIL CONFERENCE ROOM  
33 WAKEFIELD STREET, ROCHESTER, NH

MEMBERS PRESENT –

Jonathan Shapleigh – Chair  
Troy Dillow – Vice – Chair  
Kris Ebbeson  
John Larochelle  
Mark Hourihane

MEMBERS ABSENT –

Janet Davis

OTHERS ALSO IN ATTENDANCE - Karen Pollard, Economic Development Manager; Jenn Marsh, Economic Development Specialist; Paul Giuliano, GBCC; Jen Murphy Aubin, Economic Development

- A. CALL TO ORDER – The meeting was called to order at 4:08 PM  
Attendance was taken and introduction of guests.
- B. APPROVAL – February 21, 2019 Regular Meeting Minutes –  
Motion made by Mark, seconded by Troy to approve the regular minutes of the February 17, 2019 meeting as written. Motion carried. Jenn M will take minutes this week and everyone is excited for Janet's return soon!!
- C. DISCUSSION – Business Retention Training  
Jenn M will complete the visitation list.  
Karen presented the training for the retention program:
- Downtown visits will be a little different from the scheduled visits due to size, type of business.
  - Visits should be done in two's
  - Visits should be scheduled with a manager/owner (not including downtown where a letter will go out to all businesses stating the program)
  - make sure to specify that the surveys are confidential and the information is for the purpose of the survey only and will not be shared.
  - If the business has questions please note those on the survey and return to ED to follow up with them.
  - make any additional notes on the back of the survey
  - visits should take approximately 1 hour and may include a tour
  - make sure to explain what the purpose of the program is and who you represent, including REDC.
  - use personal business cards
  - the survey when completed will be on the REDC page so that businesses can confirm the legitimacy of the program

-explain the benefits after the visits include classes and workshops to help improve their business or provide combined marketing strategies, creating scholarships programs or other programs that might be helpful.

The group discussed the survey and suggested some changes. Jenn M will finalize those for the April visits. It was suggested to send the survey to the SCRP for review as they offered help in reporting out.

D. DISCUSSION – Membership update

Kristen B has completed her statement of interest and Jenn M will send Paul G one this week to get to the City Clerk for their approvals.

Jonathan will follow up with another interested party

E. DISCUSSION – Marketing

Jen MA presented on a multi view business to business marketing firm that uses technology to track web movements. The marketing campaign uses geo fencing at events and then has a follow up with the client. The cost of the program is \$12,000 for 6 months and \$18,000 for the year.

Mark H made a motion in support of using the digital marketing program. Troy seconded. All in favor.

F. DISCUSSION –Economic Development Department

Jonathan presented Karen with a beautiful plant as a farewell after her 15 years of service to the City of Rochester.

Other:

Jenn M received a request from Dover Flexo on Pickering Road to expand the Gonic Economic Revitalization Zone. The committee reviewed the GIS map and saw that the property is underutilized and it is also effected by the landfill with order on windy days. Kris made a motion to expand the Economic Revitalization Zone to include 217 Pickering Road. Mark seconded. All in Favor.

G. ADJOURN - Motion made by Kris at 5:00 PM to adjourn – seconded by Troy. Motion carried.

NEXT MEETING TO BE HELD AT 4:00 PM ON March 21, 2019 IN THE  
COCHECO CONFERENCE ROOM, SECOND FLOOR OF THE ANNEX –  
33 WAKEFIELD STREET, ROCHESTER, NH