



City of Rochester, New Hampshire
Office of Economic & Community Development
33 Wakefield Street, Rochester, NH 03867
(603) 335-7522, www.rochesterredc.com

Rochester Economic Development Commission
Minutes – May 25, 2021
Rochester City Hall Annex – Online Teams Meeting
33 Wakefield Street, Rochester, NH

Members Present: Jonathan Shapleigh, Paul Giuliano, Whitney Belton, Marsha Miller, Kris Ebbeson, Janet Davis

Members Present Remotely: Ron Poulin

Members Absent: Mark Hourihane, Kristen Bournival

Others Present: Mike Scala, Jenn Marsh, Blaine Cox, Barbara Holstein

- A. B and C: Chairperson Shapleigh called the meeting to order at 8:02am.
- D. Roll Call attendance was taken.

Meeting Agenda

- A. Roll call attendance was taken as part D of the preamble.
- B. Marsha made a motion to approve the April minutes. Paul seconded the motion. Roll call was taken, all in favor.
- C. Jonathan and Mike discussed producing a letter of support for EasterSeals. Whitney excused herself from voting on this item since she is part of the architectural team at Market Square Architects working on the project for EasterSeals. This project has already gone before the TRG, has been approved for a height variance and will be reviewed by the planning board. Marsha moved to approve submitting the letter, Kris seconded the motion. Roll call was taken, all in favor.
- D. Groundbreakings July 14: Prep Partners & Pella
Start at Pella Windows at 10am, Prep Partners at 11am. All REDC members, City Council and dignitaries are invited. Jen will be sending out a save-the-date in June.
- E. Mike described the American Rescue Plan. The funding is based on a HUD formula. \$6.1 million with a certain allocation for Economic Development use. Mike stated the funding cannot be used for the RLF because the funding has to be used for a COVID specific use. Jen suggested doing a match program that helps train incoming employees. The funds would be going to the business to help alleviate the economic impact of onboarding employees. Mike also suggested providing training and initial funding for businesses regarding ecommerce and technical assistance. Marsha noted that business will have to learn how to be proactive versus reactive. She also brought up the different needs of the workforce and how they have different expectations as employees. Paul brought up the Work Ready Program as a possible program that could assist in the points Marsha brought up about creating a successful workforce. Kris brought up that she would like to see a similar program to Work Ready for the management level of learning how to communicate effectively with new workers.



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Paul noted that it wasn't just small business that were impacted by COVID, but also large companies were also impacted. Mike noted that he would like to focus on small business since they have less of their own resources than larger businesses. Marsha suggested creating a way for schools and employers to work together. Paul agreed with Marsha's suggestion. Jonathan asked how the REDC can take these suggestions and turn them into and action item. Mike noted he would refer to it as Employee/Worker Assistance.

Jen brought up the Business Retention and Expansion program and getting it back up and running to be more available to local businesses.

Blaine confirmed that the ideas discussed are on the right track. The REDC will continue to discuss this item further at the next meeting. Blaine noted that the deadline to use the funds is a couple of years out. Mike, Paul and Marsha will be heading up this item to lead further discussion. This item will be added to the priorities and goals.

F. 2021 Priorities and Goals will be discussed at the next meeting

G. Project Updates

Chinburg – Mike is going to try and setup a walkthrough of the project for REDC

YMCA – Looking for potential sites, funding and are looking into a 10 year strategic plan.

Mike suggested the old DPW site on Old Dover Road. The issue with this site is there is no public bus station nearby.

Waterstone Residential – The project went to the planning board for discussion and received a lot of support. More details will need to be ironed out prior to going to the zoning board and back to the Planning Board. Paul noted to include lots of visuals.

13 Sawyer Ave – Will be workforce housing.

H. Other: Housing Discussion. Workforce location/remote workforce discussion.

Paul made a motion to adjourn the meeting at 9:23 am, Marsha seconded the motion. Roll call was taken, all in favor.

The next meeting will be held in the Cocheco Room and via Microsoft Teams on June 22 at 8:00am.

Respectfully Submitted,
Whitney Belton