

Economic Development Citizens Advisory Committee (EDCAC)

Minutes for the January 11, 2017, Committee Meeting

Held in the Merrimack Memorial Room

Merrimack, New Hampshire

Committee Members

Present: Susan B. Lee, Dawn Shepherd, Ken Asai, David Shaw, Douglas C. Dowell, Joshua Schiavone

Absent: None

Excused: None

Town Council Representative: Bill Boyd

Guest(s): None

Public attendee(s): None

1. Call to Order

Susan B. Lee, Chairman, called the meeting to order at 7:12 p.m.

2. Announcements

1. Souhegan Valley Chamber of Commerce hosted a series on economic development along with Nashua Regional Planning Commission. The last one will be held January 12th. Dawn will ask Tracy about completed results.
2. Dawn is moving in March. She will bring Patti Maccabe, Merrimack Chamber's marketing and event coordinator, in as a replacement.
3. Jeff Sebring passed away. He was previously on the town's planning board.
4. Sprinkler Systems is moving in with GT Solar. This area is a new ERZ and will bring 200+ jobs.
5. Merrimack Chamber is hosting an Energy Listening Session along with NH Clean Tech Council and the Nature Conservancy on January 30th.
6. Merrimack Development Guide is online.
7. David's profile on Big Kahuna's is on the website.
8. Investors came before the planning board regarding the dead Shaw's plaza. They want to maintain and reconfigure the building and add two pads. This provides an opportunity for walkability. They also want signs along the Everett Turnpike.
9. Merrimack Premium Outlets proposal raised concerns about traffic in nearby neighborhoods. A conference space is needed in town. This will go before the planning board on January 17th.

3. Business

a. Review of business survey status

- a. We received 18 responses to the survey
 - i. What category best describes business? **Services (47%) and Retail (24%)**
 - ii. How do customers access business? **Internet (73%) and By Phone (53%)**
 - iii. If your business grew, would you expand in Merrimack? **56% Yes**
 - iv. What challenges impact your business's ability to grow? **Sales (41%) and Operational Costs (35%)**
 - v. Do you consider the town website a resource? **76% No**
 - vi. What information would you like incorporated in the town website? **Detailed Demographic Info (57%) and Business Educational Resources (50%)**
 - vii. What information do you feel is important for businesses coming to Merrimack? **Detailed Demographic Info (81%) and Costs/Financial Info (56%)**
 - viii. Have you met with staff in the town's economic development department? **78% No**
 - ix. Are you aware of business support services offered by REDEC? **83% No**
- b. The committee will address business education, and look into putting together a seminar with REDEC and the Merrimack Chamber:
 - i. Highlight available resources
 - ii. Check NH Business Review for information
 - iii. Look at college business training centers
- c. Next steps:
 - i. Review info on website
 - ii. Provide educational info on running an internet business
 - iii. Add FAQ section for development guide
 - iv. See if SCORE has relevant info that can be presented
 - v. Brainstorm how to market the website as a resource
 - 1. Bill will ask Tim if he tracks hits to the site
 - vi. Start asking what questions business owners want answered

b. Other topics that may be raised during meeting

- a. None

4. Approval of Minutes – 11.9.2016

Spell out NRPC; Specify David Shaw in adjournment. Approved with corrections 6-0-0.

5. PUBLIC COMMENT

No members of the public attended the meeting.

6. EDCAC MEETING SCHEDULE

The next meeting of EDCAC is scheduled for February 8, 2017, at 7:00 p.m., in the Merrimack Memorial Room.

7. ADJOURNMENT

Motion to adjourn the meeting was made by Dawn Shepard and seconded by Ken Asai. The motion passed 6-0-0 and the meeting was adjourned at 8:33 p.m.

These minutes are respectfully submitted to the Committee by Dawn Shepherd, Secretary.

These minutes were approved on 02/08/2017, by a vote of 6-0-0 on a motion made by Ken Asai and seconded by Doug Dowell.