

Town of Swanzey  
Economic Development Advisory Committee  
December 8, 2008 meeting

*Minutes are not final until reviewed and approved by the Committee. Review and approval of minutes generally takes place at the next regularly scheduled meeting of the Committee.*

**Attendance** Arthur Boufford, Bill Hutwelker, Greg Johnson, Gus Lerandeau, Mary E. Ryan, Eric Stanley. (David Cairns was absent.) Town Administrator Beth Fox and Town Planner Sara Carbonneau also were present, as well as several members of the public.  
**Call to order** Chairman Johnson called the meeting to order at 5:02.

**Consideration of minutes** Proposed amendments:

Town Planner report ~~By e-mail, members~~ Members received a summary of 2008 economic activity in Swanzey prepared by Town Planner Carbonneau.

Committee scope After discussion, Committee members agreed to limit the scope of work to commercial, industrial, and business development, excluding residential development unless it is part of a mixed-use proposal. ~~As justified by the effect on the Town's tax base, Hutwelker suggested the group take a stand against loss of commercial land to residential development. Group members agreed that the Town has provided for its fair share of workforce housing. Members noted that loss of commercial land to residential development can have a significant effect on a town's tax base, and agreed that Swanzey has made an equitable contribution to the Region's stock of workforce housing.~~

**Motion** by Stanley to approve as amended the minutes of November 11, 2008 meeting. Second by Boufford. All in favor.

**Old business**

Information and future meetings Chairman Johnson distributed a list of Swanzey businesses he obtained from [www.swanzeydirectory.com](http://www.swanzeydirectory.com); Johnson said that he would like to use a letter from the EDAC to initiate dialogue with local businesses. Referring to a letter of appreciation from Moore Nanotechnology Systems LLC, distributed to the group, Johnson said he would like the EDAC to establish the experience of Moore Nanotechnology as an example of how the Swanzey community can work together. Johnson said that he anticipates scheduling Town department heads, water and sewer commissioners for the January meeting.

**New Business**

New applications for development Johnson reported that Town Planner Carbonneau advised him that no new applications are pending.

5:00 - 6:10 NH Department of Resources and Economic Development, Division of Economic Development Cynthia Harrington, Business Resource Center, Business Development--Recruitment, and James Robb, Business Resource Center Business Resource Specialist, presented information on economic development, business retention and attraction. Harrington and Robb supplied a packet containing

- the PowerPoint slides of their presentation
- a magazine, "Innovate in the Granite State"
- an article regarding NH's efforts to recruit MA businesses
- an article about awards granted at the 13<sup>th</sup> annual NH Economic Development Summit
- two pages from the City of Claremont, NH website

Harrington's presentation emphasized the importance of using the assets of the region to bring business to Swanzey, effective promotion of a business-friendly

environment at the Town website, and techniques for fostering existing local businesses. For ease in making comparisons, Harrington recommended presenting a community profile in a standardized format used throughout the region. She stressed the importance of appointing a contact person (who can maintain high levels of confidentiality) to serve as the Town's business ambassador. She said that key target industries for the State include

- manufacturing and high tech companies
- biotech and medical device industries
- financial services, insurance companies

Harrington elaborated on attributes of New Hampshire and Swanzey that make the State and town attractive to businesses. She described how business managers make re-location decisions, and emphasized the need for immediate responsiveness and positive image.

Using the City of Claremont as an example, Harrington talked at length about maximizing effectiveness of an economic development website as well as the Town website. She strongly encouraged the development of a Swanzey community brand, and the use of quotes and positive articles that can be reprinted and distributed to prospective businesses. She encouraged a proactive approach to regulatory review, and great customer service.

Robb described companies that have been recruited into the area, and outlined State incentive programs for re-location in NH. Robb recommended that Swanzey seriously consider designating (at no cost to the Town) the Industrial Park as an economic revitalization zone, to enable businesses to take advantage of tax credits. Both speakers encouraged the group to be clear about what types of businesses the group seeks to recruit, and to make those preferences clear at the economic development website.

In response to a question from Carbonneau, Harrington encouraged the group to take advantage of the Keene Chamber of Commerce rather than initiating a local chamber.

**Next meeting:** 5:00 on January 12, 2009 at Swanzey Town Hall.

**Adjournment:** Motion to adjourn by Lerandean; second by Johnson. The meeting adjourned at 6:15.

Respectfully submitted,

Victoria Reck Barlow  
Recording Secretary