

**Town of Swanzey, New Hampshire**  
**Economic Development Advisory Committee (EDAC)**  
**Meeting Minutes – September 8, 2014**

*Note: 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.*

**Call to Order:**

The regular meeting of the Swanzey Economic Development Advisory Committee was called to order at 5:30 p.m. by Chairman Steven Bittel.

**Committee Members Present:** Chairman Steven Bittel, David Cairns, Don Skiba, Lynn Rust, and Arthur Boufford.

**Absent:** Greg Johnson, Guy Pronesti, Alternate Bill Hutwelker

**Others Present:** Director of Planning and Community Development Sara Carbonneau, Town Administrator Shane O'Keefe and Recording Secretary Beverly Bernard. Also present was Resident Michael Goldschmidt.

**Approval of Prior Meeting Minutes:** Minutes of June 23, 2014 were considered. Rust **moved** to accept the minutes, seconded by Skiba and all were in favor. **Motion passed.**

**Review of Current Projects:**

- **TIF District and Safford Drive extension development status and promotion:**
  - **Status of Safford Drive extension project**

Bittel reported that the Safford Drive project is ahead of schedule and under budget – down thus far about \$70,000. O'Keefe noted that there are not many contingency items. One issue was utilities along New Hampshire State Route 12 and the tree cutting that was necessary. Carbonneau reported some residents are not happy with the tree cutting. Poles needed to be moved to the east side of the road. O'Keefe said that Safford Drive will be paved this year. The lower section of Safford Drive will be paved within weeks. O'Keefe said depending on utilities moved it is possible the road could be open this coming winter. Moving the wires is the tough part.
  - **Website** – discussion regarding the Londonderry website design as an example of a business friendly website.
    - Skiba volunteered to work on the website with Carbonneau – she said that he might have administrative privileges. There was also a discussion on the possibility of changing the format/template of the website.
    - Skiba asked for input from the committee. Cairns said that he wants to see less text and more images and pointed to an example that pulls up maps. He said it is user-friendly when you don't have to read through a lot of text.
    - Economic development should be more visible. Bittel suggested a prominent button for economic development on the Town's website.

- Plan for adding to the website – variety of properties available, sizes and types of buildings that could be built, Rust suggested testimonials from existing companies.
- **Signage Discussion**
  - Rust asked if a banner could be placed across the road with the logo for the Tax Increment Finance (TIF) district. Bittel said that there will be a ribbon cutting ceremony. Carbonneau mentioned blue signs that the State provides to help direct traffic. Cairns said that they are relatively cheap. Bittel asked Carbonneau to look into blue signs. Bittel said he would like to see a sign for the TIF district on State Route 32. O’Keefe mentioned that it is a State road and therefore is a State right-of-way. Carbonneau suggested talking to the Colliers about the possibility of putting a sign on their property.
  - Bittel asked for a design for the committee to look at for the next meeting. Discussion occurred about sharing the design between committee members – through Carbonneau. Bittel noted three different signs:
    - Our own sign for the district – Cairns said that the sign could be anywhere in the TIF district – doesn’t have to be on Safford Drive. Carbonneau suggested that the Safford Drive location would be preferred. Could be another sign on the existing Safford Drive road sign. Discussion included Frazier’s land for a sign. Skiba suggested putting it on Nanotech side of State Route 32 on Town right of way. Rust suggested a walk-through of the locations to accommodate a sign.
    - Street sign – replace Swanzey logo with EZ logo
    - Blue sign – won’t have logo, but will direct traffic.
    - Design for a sign – sign shops such as Gem-Graphics could handle this. Rust suggested the committee use someone local.
  - PSNH Business Guide – the Committee would like to see the TIF district appear in the guide.
    - Carbonneau offered to call Laura Brown to follow up.

Mike Goldschmidt asked about what type of businesses the Town is trying to attract and made comments about how to do so. Rust said that his family learned that someone has to work with property owners to identify spots for certain size buildings. Raw land is confusing to people. Bittel said that the Colliers have done that and they do have a plan. Bittel and Carbonneau said the concept maps are available. Carbonneau said that we have to be careful because we cannot market specific properties. That is the job of the real estate agents to promote specific properties. Bittel suggested that the Committee could have a high level plan posted on the website of the variety of properties that are available, good for light manufacturing, or warehousing, or distribution facility, etc.

#### **Other Business**

- Carbonneau noted that on September 25, 2014 –there will be a public information meeting at Hinsdale Middle School to discuss the closure of Vermont Yankee – economic and social capital impact of the closing. The Town of Swanzey has 28 employees in Swanzey and we will be losing funds from Vermont Yankee that has helped to fund the Emergency Management Operations.

Next scheduled meeting: October 13, 2014

**Adjournment**

A **motion** to adjourn was made by Cairns with a second from Boufford and all were in favor.  
Adjournment occurred at 6:24 p.m.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Beverly Bernard". The signature is fluid and cursive, with the first name "Beverly" written in a larger, more prominent script than the last name "Bernard".

Beverly Bernard, Recording Secretary