



Town of Hopkinton

Office of Select Board

330 Main Street, Hopkinton NH 03229-2627 - (603) 746-3170 – www.hopkinton-nh.gov

ECONOMIC DEVELOPMENT COMMITTEE PUBLIC MEETING AGENDA TUESDAY, OCTOBER 27, 2020 – 6:00 PM VIA ZOOM

The meeting of the Economic Development Committee (EDC) was called to order by Steven Whitley on Tuesday, October 27, 2020, at 6:32 p.m. via Zoom.

Members Present:

Steven Whitley, Andrea Folsom, Jim Fredyma, Greg Sagris, Anna Wells, Erik Newman, and Meredith Lee

Staff Present:

Matt Monahan, Hopkinton Economic Development Director and Neal Cass, Town Administrator

DECLARATION OF CHAIR: Chair Whitley read the Right to Know Law Meeting Checklist as follows:

As Chair of the Hopkinton Economic Development Committee, due to the COVID-19/Coronavirus crisis and in accordance with Governor Sununu's Emergency Order #12 pursuant to Executive Order 2020-04, this Committee is authorized to meet electronically.

Please note that there is no physical location to observe and listen contemporaneously to the meeting, which was authorized pursuant to the Governor's Emergency Order. However, in accordance with the Emergency Order, this is to confirm that we are:

a) Providing public access to the meeting by telephone, with additional access possibilities by video or other electronic means;

We are utilizing the Zoom platform for this electronic meeting. All members of the Committee have the ability to communicate contemporaneously during this meeting through the Zoom platform, and the public has access to contemporaneously listen and, if necessary, participate in this meeting through dialing the following phone # **1 (646) 558 8656** and meeting ID: **845 4293 1647**, or by clicking on the following website address: <https://us02web.zoom.us/j/84542931647>

b) Providing public notice of the necessary information for accessing the meeting;

We previously gave notice to the public of how to access the meeting using Zoom, and instructions are provided on the Town of Hopkinton's website at: www.hopkinton-nh.gov and on the Town Hopkinton's Facebook page.

c) Providing a mechanism for the public to alert the public body during the meeting if there are problems with access;

If anybody has a problem, please call (603) 746-8256.

d) Adjourning the meeting if the public is unable to access the meeting.

In the even the public is unable to access the meeting, we will adjourn the meeting and have it rescheduled.

Please note that all votes that are taken during this meeting shall be done by Roll Call vote.

Let's start the meeting by taking a Roll Call attendance. When each member states their presence, also please state whether there is anyone in the room with you during this meeting, which is required under the Right-to-Know law.

Steven Whitley, alone
Andrea Folsom, alone
Jim Fredyma, alone
Greg Sagris, alone
Anna Wells, alone
Erik Newman, alone
Meredith Lee, alone

APPROVAL OF MINUTES FROM SEPTEMBER 17, 2020

Mr Fredyma moved to approve the Economic Development Committee minutes of February 20, 2020.

Ms. Folsom seconded the motion. There was no discussion and Mr. Whitley called for the roll call vote.

Mr. Whitley	Yes
Ms. Folsom	Yes
Mr. Fredyma	Yes
Mr. Sagris	Yes
Ms. Wells	Abstained - internet dropped her call
Mr. Newman	Yes
Ms. Lee	Yes

Motion carried 6-0-1

INTRODUCTIONS AND WELCOMES

Welcome to Meredith Lee, new EDC committee member. Ms. Lee is re-joining the committee after moving away from Hopkinton and back again. Ms. Lee was a member of EDC in the past and is the new head of the Tooky Chamber of Commerce.

Welcome to Matt Monahan, Senior Planner from Central NH Regional Planning Commission (CNHRPC). Mr. Monahan is the newly appointed Economic Development Director of Hopkinton.

ELECTION OF EDC CHAIR

Mr. Whitley presented the election of the EDC chair, a position that is elected and voted on annually. Mr Whitley has been chair for 2 years and is open to another member taking over. Mr. Sagris moved to nominate Mr. Whitley as Chair of the EDC, Ms. Lee seconded the motion. There was brief discussion to see if any other members were interested. Seeing none, Mr. Whitley called for the roll call vote.

Mr. Whitley	Yes
Ms. Folsom	Yes
Mr. Fredyma	Yes
Mr. Sagris	Yes

Ms. Wells Yes
Mr. Newman Yes
Ms. Lee Yes

Motion carried 6-0-1

Mr. Whitley will remain chair for the following year.

ECONOMIC DEVELOPMENT DIRECTOR CONTRACT

There was robust discussion of first tasks and priorities with and for the new ED Director, Mr. Monahan. These priorities will be carrying Mr. Monahan through the next 6 months.

- I. EDC Master Plan Chapter: Mr. Monahan proposed to create a concise document - about 8 pages - that will be the full chapter but can also stand alone as the Hopkinton EDC strategy. This should be completed by end of January 2021.
- II. Tax Incentives and Credits: Mr. Monahan would like to Look at 4th bullet - ERZ and 79E tax incentives - really want to make sure that local and future businesses have clarity over what they are and where they are located. Want to package these and put them on a map on the website for a “one stop shop” that explains, “here is what we have, here is how you utilize it, and here are the benefits of the options.”
- III. Website: Mr. Monahan proposes redesigning the website so that current and future businesses are better able to navigate and understand what the town offers and how to access different credits and tax breaks. There was extensive discussion regarding the look, purpose, efficacy, story and vision of the current website, a potential redesign, and increased social media. Mr. Monahan also gave the website SelectNH.com as a state-level resource for promotion of the town, as well as a place to look for additional ideas about how to build out the Hopkinton ED.
- IV. Branding: There was extensive conversation regarding the branding of Hopkinton and how this ties in with both the website, as well as the EDC Master Plan. Discussed the different studies that have already been completed (MTAG, Master Plan Survey, and charrette work from 20 years ago, etc.). Discussed necessity of collating past work to pull branding themes, as well as the possibility of holding a listening session or charrette to elicit further information as needed prior to any branding work. This work will also tie into the creation of the EDC Master Plan.
- V. Zoning: Looking at doing a deeper dive into the buildout analysis of current and future potential zoning updates.
- VI. Interfacing with Businesses/Developers: Mr. Monahan proposed setting up a number for the EDC where the phone will roll over to Mr Monahan’s phone.

NEW BUSINESS

The Bates Building is currently being rented by 2 Villages Art Society until March 2021. This has been brought to the attention of EDC so that we keep this town-owned commercial property in mind. The property is connected to the gazebo property, though this will most likely be subdivided off in the future. There is also a restriction on the Bates Building that it must be used for public use. There is an

opportunity cost for the town to carry the building without charging a FMV rental amount, though the non-monetary benefits of an arts center could also provide a real benefit. Discussion resulted in the recommendation from the EDC to the Select Board for a quick subdivision of the gazebo property off of the Bates Building property as soon as possible, and to ask that the current Bates Building tenants provide increased hours of operation to draw more visitors.

UPDATES

Land Swap - The State is in the process of writing the Deed. Still in process

Letter to Exit 6 Property Owners and TIF District Board Membership - Mr. Whitley drafted a letter to Exit 6 property owners, which should go out in the next week or so. Mr. Fredyma suggested making it more clear that the letter states up front the purpose of the letter, to encourage increased membership. Mr. Whitley suggested that the letter be signed by Mr. Monahan as a way to start building those connections and relationships.

OTHER

Due to the upcoming holidays and budget meetings, the EDC will continue to schedule based on members' availability. The next meeting will be held on Tuesday, November 17 at 6:00pm. This will be a joint meeting with the Planning Board.

ADJOURNMENT

Ms. Wells moved that the meeting be adjourned. Ms. Lee seconded the motion. Mr. Whitley called for the roll call vote.

Mr. Whitley	Yes
Ms. Folsom	Yes
Mr. Fredyma	Yes
Mr. Sagris	Abstained - Mr. Sagris had to leave the meeting early
Ms. Wells	Yes
Ms. Lee	Yes
Mr. Newman	Yes

Motion carried 6-0-1.

The meeting adjourned at 8:09 p.m.

Respectfully submitted,
Andrea Folsom, Economic Development Committee Member