



Town of Hopkinton

Office of Select Board

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ECONOMIC DEVELOPMENT COMMITTEE PUBLIC MEETING MINUTES THURSDAY, DECEMBER 19, 2019

The meeting of the Economic Development Committee (EDC) was called to order by Steven Whitley on Thursday, December 19, 2019, at 6:04 p.m. in the Philip S. Dunlap Room at the Town Hall.

Members Present: Andrea Folsom, Jim Fredyma, Anna Wells, Steven Whitley

Members Absent: Byron Carr, Tom Congoran, and Erik Newman

Staff Present: Neal Cass-Town Administrator

Approval of Minutes

The Board reviewed the minutes of the November 21, 2019 meeting. Ms. Folsom made a motion, seconded by Mr. Fredyma, to approve the Economic Development Committee Meeting Minutes of November 21, 2019. Mr. Whitley called for the vote.

VOTE: Folsom, Fredyma, Wells, and Whitley voting in favor of the motion; no votes against;
MOTION APPROVED 4-0.

MTAG Update

Ms. Wells updated the Committee with the following information:

- Jeff Donahoe presented the MTAG recommendation of a Commerce and Community Overlay District for Hart's Corner and West Hopkinton.
- Much time has been spent determining what incentives may work. The new overlay district doesn't reference current section of the ordinance because they need to be updated.
- The Planning Board is supportive of the ideas and recognizes that there needs to be changes.
- There are two Planning Board work sessions scheduled to prepare language for upcoming Public Hearings on the proposed changes.

Complete Streets Update

Ms. Wells reported that the Complete Streets Committee has had three meetings. There has been good discussion around how decisions are made. A charge has been created and proposed to the Select Board. This is a good diverse group.

Economic Development Director

The Committee reviewed the initial draft, discussed, and made changes. (red-lined version attached) The Town Administrator will update the document and send it out to Committee members.

Other Items

- The TIF Districts purposes will be reviewed to be sure that residential development is included.
- There is a need for additional members on the EDC.

Next Meeting: Thursday, January 16, 2020, 6:00 p.m. – Town Hall

The meeting adjourned at 7:04 p.m.

Respectfully submitted,
Neal Cass, Town Administrator

ECONOMIC DEVELOPMENT DIRECTOR (Consultant or Part Time Position)

JOB SUMMARY

Responsible for the planning, management, and coordination of economic development activities in the Town.

SUPERVISION RECEIVED

The position reports to the Town Administrator and will work closely with the Administrator, Planning Director, and the Economic Development Committee.

Works under the supervision of the Town Administrator and will be assigned to work closely with the Planning Director and Economic Development Committee. Duties are ~~performed~~ performed independently in close collaboration with the Town Administrator, Planning Director, and the Economic Development Committee using own technical judgment in support of Town goals.

SUPERVISION EXERCISED

None.

EXAMPLES OF DUTIES

(The listed examples are illustrative only and may not include all duties found in this position.)

The Town of Hopkinton is looking for opportunities to increase its non-residential tax base, expand its economic identity and ~~value proposition~~ attractiveness to businesses, and support ~~a~~ more vibrant ~~downtown-village centers~~ in a manner consistent with the Town's values and zoning.

~~The Town previously decided to focus resources on Economic Development through the Town Administrator. Due to the limited capacity of current Town staff to develop and execute a comprehensive economic development strategy, Hopkinton seeks to retain a part-time Economic Development Director or contractor in mid-2020.~~

The Economic Development Director will:

- ☐ Proactively recruit new businesses, support existing businesses, and encourage strategic development and redevelopment.

☐ Provide information about benefits for incoming businesses and existing business expansion.

~~☐ Prioritize key economic development initiatives consistent with the Master Plan and Economic Development Committee and Select Board goals and work tenaciously/diligently to bring them to fruition.~~

☐ Support the Town Administrator, Planning Director, and staff, Select Board, and town committees to integrate and align economic development efforts with other Town priorities.

The Economic Development Director will work closely with the Town Administrator, ~~Director of Planning~~ Director, Code Enforcement Officer, and the Economic Development Committee. ~~A modest amount of incremental commercial development~~ Progress toward established goals which may include incremental commercial development, obtaining grants, and/or development of policies and ordinances will continue to be necessary on an annual basis to justify the position.

Specific responsibilities will include:

1. ECONOMIC DEVELOPMENT STRATEGY

Consistent with the Master Plan, EDC goals, and Select Board goals, prioritizes key economic development initiatives and works ~~tenaciously/diligently~~ to bring ~~them~~ to fruition.

- Work with the Economic Development Committee to develop the Economic Development Master Plan Chapter.
- Create and implement the Town's Economic Development Plan and Marketing Strategy. Help organize and facilitate on-going comprehensive economic planning processes and procedures for current and long range needs to reach goals of the Town;
- Update the Town's Market Analysis as new trends, demographics, and other data become available;
- Coordinate, plan, and educate businesses on the Town's economic development programs and policies such as RSA 79-E, Tax Increment Finance (TIF) Districts, and Economic Revitalization Zones (ERZ)~~RZ-zones~~. Inform the Town Administrator and Economic Development Committee on the success of the programs. Identify changes to improve their use and success;
- Identify, ~~and~~ apply, and assist in administering, grants that could be used for appropriate Economic Development ~~grants~~ that are available from private institutions, the State of New Hampshire, and the Federal Government.

2. BUSINESS OUTREACH AND SUPPORT Proactively recruit new businesses, support existing businesses, and encourage strategic redevelopment and development of property in appropriately zoned areas.

Existing Businesses:

- Develop and maintain positive relationships;
- Encourage strategic redevelopment and development of property in appropriately zoned areas;

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~~• Maintain communications to resolve business issues as they arise;~~

- Direct businesses to appropriate resources such as but not limited to the NH Small Business Development Center;

~~• Provide support for achieving town initiatives and~~

~~programs;~~

- Engage with local business associations and groups

~~including but not limited to the Contoocook Chamber of~~

~~Commerce.~~

~~New Businesses:~~

- Develop and nurture professional working relationships with business owners and managers, real estate developers, commercial realtors, and other local and regional entities, and encourage them to locate or expand business in the Town;
- ~~• Attend business, professional, and association meetings and conferences to promote and raise awareness about Hopkinton;~~
- Be a primary interface to business and developers making inquiries about Hopkinton or the region;
- Maintain an Economic Development ~~Page presence on the Town~~ web site and on social media;
- ~~• Serve as the Town's representative to Federal, State, County, and local committees/associations impacting Economic Development and business relationships.~~

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3. TOWN SUPPORT & ALIGNMENT

Support the Town Administrator, Planning Director, Select Board, and other staff and committees to align and integrate economic development efforts with other Town priorities.

- Assess impact of Town and zoning ordinances on economic development; identify ordinance alternatives for converting policy ideas into action plans affecting Town developments, expansion, transportation, and related programs;
- Provide reports and oral presentations as required. Work with the Town Administrator, Planning Director, Select Board, Economic Development Committee, Planning Board, and Zoning Board of Adjustment ~~and Town Planning staff~~ to provide technical insight and recommendations related to planning, zoning, public infrastructure including parking, and ordinances affecting economic development;
- Prepare and manage annual Economic Development budget and monitor expenditures for economic development by Town government.
- Assist with and attend public meetings of the Economic Development Committee and other

public meeting as required, providing expertise and explanations of policy and project options, and educate the EDC and public through presentations and discussions.

KNOWLEDGE, ABILITY, AND SKILLS REQUIRED

- ☐ Extensive knowledge of the principles and techniques of successful economic development activities.
- ☐ Knowledge of municipal and state laws, rules and regulations that apply to economic development work.
- ☐ Knowledge of the local and regional real estate market.
- ☐ Ability to apply economic development and smart growth planning principles to resolve problems.
- ☐ Ability to establish and maintain professional relationships within the NH business, real estate, regional planning, and economic development spheres-interests to successfully identify and act upon potential economic development partnerships that could benefit the community.
- ☐ Ability to gather, assemble and analyze facts, draw conclusions, and devise techniques suitable for quality economic development to flourish in Durham-Hopkinton that is consistent with community values.
- ☐ Ability to prepare and deliver quality oral and written reports relative to economic development matters.
- ☐ Ability to work with others and develop consensus to address common challenges.
- ☐ Ability to establish and maintain effective working relationships with municipal departments, officials, employees, outside organizations, and the general public.
- ☐ Ability to attend early morning or evening meetings.
- ☐ Knowledge of computer programs that relate to word processing, spreadsheets, presentations, etc.

MINIMUM QUALIFICATIONS REQUIRED

Bachelor's degree plus experience in economic development and experience in either real estate, business development and planning. Track record in Economic Development

preferred; experience in municipal government a strong plus; or any equivalent combination of education and experience which demonstrates possession of the required knowledge, skills and abilities.

License/Certification Requirements: None

Other Considerations: Hourly, part-time position. Position may be contracted out.