



# Town of Hopkinton

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## ECONOMIC DEVELOPMENT COMMITTEE

### Public Meeting Minutes

Wednesday, November 2, 2022 – 5:30 P.M.

*Hopkinton Town Hall*

**Members Present:** Andrea Folsom, Jim Fredyma, Alexander Pooler, Greg Sagris, Steven Whitley  
**Members Absent:** Ian Hart, Meredith Lee  
**Public Present:** Byron Carr  
**Staff Present:** Anna Wells

### I. CALL TO ORDER

Steven Whitley called the meeting to order at 5:34pm.

### II. APPROVAL OF MINUTES from [October 17, 2022](#)

Andrea Folsom made a motion to approve the *Economic Development Committee minutes of October 17, 2022*. Greg Sagris seconded. There was no discussion. **Motion passed 4-0.**

### III. DISCUSSION/ACTION ITEMS

#### 1. [Hopkinton Village Traffic Calming / Complete Streets Demonstration Project](#)

Ms. Wells shared the results to date of the Traffic Calming survey with the group. Of note are the two questions asking people's opinion of the changes. In general, the responses were highly favorable to the new traffic pattern. When asked "In general, how did the changes in the traffic pattern make you feel while traveling through this intersection?" these are the responses:

Much more safe	31.99% (87)
Somewhat more safe	18.38% (50)
Neither more safe nor less safe	22.06% (60)
Somewhat less safe	11.76% (32)
Much less safe	15.81% (43)

When asked "What is your overall opinion of the Traffic Calming measures implemented during the demonstration?" this was the response breakdown:

I liked them!	44.09% (123)
They were ok.	8.60% (24)
Neutral/no opinion	6.09% (17)
Did not really like them.	20.43% (57)
Horrible.	20.79% (58)

Ms. Wells reported to the group that the borrowed materials from the Regional Planning Commission would be returned the next day (Thursday, November 3). The group discussed whether to rearrange the other materials and leave the demonstration up longer, as the response has been generally favorable. Ms. Wells reported that she asked Chief Hennessey his opinion and he said he would support either decision. The group ultimately decided that because half the materials would be removed anyway and since it is now November and it could snow soon, it would be prudent to remove the installation so that the cones and barricades do not get stuck in snowbanks. Several committee members volunteered to help Ms. Wells dismantle the demonstration the following day. The Committee directed Ms. Wells to keep the survey open for a few more days to gather as much feedback as possible, as well as add a simple “exit survey” to ask whether people prefer the existing (old) pattern or the potential new pattern (from the demonstration). That one question poll will open up once the other one closes (next week).

The Committee also asked if additional speed data could be collected on the stretch of road right in front of Briar Hill Road (in the slip lane) to determine average speeds in that area. Ms. Wells said she would inquire with the Regional Planning Commission.

Ms. Wells reported that folks from Central NH Regional Planning Commission gave a presentation on this traffic calming demonstration to the region’s Transportation Advisory Committee last week, and the members responded favorably and were impressed with the Town’s efforts. The Committee discussed their strong support for making the new traffic pattern permanent and creating green space on the new corner, as well as supporting new pedestrian and cycling accommodations in the area. Ms. Wells reported that she was scheduled to meet with the Regional Planning Commission the next day, Thursday, Nov 2, to discuss how to proceed with next steps with NH DOT should the Town want to pursue a permanent change. They decided that a good next step, once they have all the survey responses, would be to present the survey results and their recommendation(s) to the Select Board.

## **2. Business Outreach: Visitation & Survey**

Ms. Wells continues to acquire contact information for businesses. She reported that it is proving difficult to find appropriate contacts at the larger companies with offices in town, but is making progress. xShe is also making progress on preparing the informational materials for local businesses explaining the available economic incentives for businesses (i.e. ERZ, 79-E, TIF Districts). She will also be meeting at the end of the week with specialists from UNH Extension’s Community & Economic Development Program and will discuss ways in which they may be of assistance, as they have a group that focuses on Business Engagement & Retention.

## **3. EDC Logo**

Ms. Wells shared the sketches that Byron Carr sent her as well as the design that Ms. Lee used on the Chamber’s Starry Starry Weekend promotional materials. The Committee discussed the option of including part of one of Mr. Carr’s sketches within the computer-designed graphic Ms. Wells and Ms. Lee created. Ms. Wells will follow up with Mr. Carr.

## **4. Economic Development / Community Development**

Based on a piece of feedback received by Mr. Whitley, the EDC continued their discussion regarding the scope and nature of the committee’s activities. The group once again reiterated their commitment to the [Vision and Work](#) of the EDC (as stated on their website). They once again discussed the importance of the idea that so-called ‘Community Development’ has a central, symbiotic, and inextricable relationship with the work of Economic Development, both in theory and in practice, and specifically as it relates to Hopkinton. The group discussed several ideas for how to address the feedback Mr. Whitley received, including renaming the committee for clarity and transparency to include the word *community*; creating a separate committee devoted to

*community development*; looking at the existing mission statement of the EDC and adding a statement to encompass the activities that some might classify as *community development*. For the time being, the group decided that the best first step is to work with the mission statement of the EDC, looking at examples from other towns and making adjustments to Hopkinton's mission statement as appropriate.

Further, the committee reaffirmed their support for the ongoing work of the Economic Development Director. The committee read through the job description for the Economic Development Director and confirmed that all activities currently being pursued are enumerated there as responsibilities of the position.

#### IV. UPDATES

**1. Downtowns and Trails**

Ms. Wells reported that on Friday, November 4 at 10am she will be accompanying two staffers from UNH Cooperative Extension on a site visit to Contoocook to introduce them to the downtown area and the surrounding trails.

**2. Small Business Saturday/Shop Small "Neighborhood Champion"**

The EDC has applied to become a Shop Small Neighborhood Champion, which simply means that Hopkinton EDC will be listed as such on the American Express Shop Small website and we will receive a Shop Small merchandise kit of items to encourage local shopping. Once received, Ms. Wells will offer these to local businesses.

**3. "Shop Indie Local Holiday" Partner (American Independent Business Alliance (AMIBA))**

Through their Shop Indie Local Campaign, AMIBA has many resources to promote local shopping during the winter holiday season and year-round. Ms. Wells has registered the Hopkinton EDC as a partner and will be sharing those resources with Hopkinton's local businesses.

**4. NHDOT Ten Year Plan (Contoocook Village intersection)**

Ms. Wells updated the committee the region's Transportation Advisory Committee scored the proposed project in the #2 spot. DOT/CNHRPC thinks the top two projects will get into the TYP.

**5. Grants Update**

- At the next meeting the group will discuss more in depth the *T-Mobile Hometown Grant* for Riverway Park renovations.
- Ms. Wells also shared that she is looking into the requirements and deadlines for obtaining USDOT grant funding for culvert replacement.

**6. Zoning/Policy Changes for 2023 Town Meeting**

Ms. Wells continues to consult with Ms. Robertson, Planning and Zoning Director, as the Planning Board decides which amendments to pursue for 2023 Town Meeting.

#### V. OTHER

**Next Meeting Date(s):** \*1st and 3rd Wednesdays @ 5:30pm\*  
November 16  
December 7 & 21

**VI. ADJOURNMENT**

Steven Whitley moved to adjourn the meeting, seconded by Andrea Folsom. There was no discussion. **Motion passed 5-0.**

There being no other business to come before the committee, the meeting was adjourned at 6:43 pm.

Respectfully submitted,

Anna Wells

*Economic Development Director*