

OFFICIAL

**CITY OF LEBANON
ECONOMIC VITALITY EXCHANGE COMMITTEE
Minutes, April 25, 2018
City Hall, West Meeting Room
4:00 p.m.**

MEMBERS PRESENT: Clifton Below (City Council), Chip Brown, Karen Liot Hill (City Council), Dana Key, Kevin Purcell, Rob Taylor

STAFF PRESENT: City Manager Shaun Mulholland

I. CALL TO ORDER

The meeting began at 4:03 without a quorum.

III. DISCUSSION ITEM

- **Tom Haushalter**—Daily UV regarding social media app

Mr. Mulholland said Mr. Haushalter notified the City at the last minute that he was unable to attend, but he will attend the May meeting. He said Mr. Haushalter thinks he can do the social media app the Committee has been discussing, but he wants buy-in from businesses to sell ads and to put it out to employees. He said he has discussed this with the City Council, and the City's role will be that of a facilitator.

- **Goal #3**—Develop an intentional approach to business recruitment and retention (with a focus and priority on retention of existing businesses)

Mr. Mulholland said he met with Curt Jacques and talked with his marketing consultant. Mr. Taylor said he and Mr. Mulholland taped a show at CATV and talked with its executive director about marketing. The executive director sent samples of what she did when she was in Connecticut.

The meeting was officially called to order at 4:09 p.m. by Mr. Mulholland when a quorum was reached.

Ms. Hill said the City should have links to the CATV coverage of meetings on the City website. Mr. Taylor said they could talk to businesses about why they like to be in Lebanon. Mr. Mulholland said the planned video will be all private-sector people, focusing on high-tech. This may be done by CATV employees working on the side. Mr. Brown said he is trying to get James Coughlin, who runs the Dartmouth incubator. Mr. Brown said he has drafted a document about the number of high-tech companies in the area. Ms. Hill suggested that they do an event. Mr.

Brown said they will do press releases about tech in the Upper Valley and interviews with leading companies. He said there is a good tax base in Centerra, but they have the worst roads. Mr. Key said the drainage is bad there. Mr. Taylor said they have discussed an Upper Valley Technology Council to get the message out that they are responsible for thousands of jobs. There is a push toward renewable energy. Big companies are purchasing renewable credits. He said the Lebanon Chamber of Commerce is becoming more of an advocate for economic development. Mr. Below said they can attract good-quality employees who know their spouses can get jobs. Mr. Purcell said he heard that this is a place where doctors' spouses can get jobs.

Mr. Mulholland said he wants to get buy-in from the City Council and hopefully other municipalities. Ms. Hill said they should invite a few of the businesses they interviewed to look at the Technology Council idea. Mr. Taylor said a seven-member steering committee will organize the Technology Council. Mr. Mulholland said he is looking to get City Council buy-in in May. There is tax-credit legislation for the biotech industry. These businesses are here because of DHMC and the medical school. They can build a culture here, and there can be spin-offs. He said he and Mr. Taylor are pushing for development of Phase 1B of the Airport Business Park; he has discussed milestones and timelines with the airport manager. They have discussed a TIF for the Iron Horse development to have these types of businesses there. Ms. Hill said this could be a model for other niche businesses.

Mr. Purcell said he attended the opening of Unity Homes in Keene, which is high-performance, affordable housing. There were 100-150 people there including the local senator, and Maggie Hassan called the owner. They flew in engineers from Germany. He said companies in the Upper Valley need to get the same type of attention. Mr. Brown said they need to find ways to celebrate when good things happen. Mr. Mulholland said they could do grand-opening videos. Mr. Purcell said the schools are a big recruiting tool for certain towns, as they create a lot of value. Most people move to Hanover. He said they need to promote the schools more. Mr. Brown said that is the number one thing driving where people move. Mr. Key said a lot of people like the Lebanon schools because they have more economic diversity.

Mr. Mulholland said he will talk to the Planning Department about openings, and he will talk to the school district superintendent about marketing the schools. They also need to do a video about the arts. They can put a lot of positive things on YouTube.

IV. FUTURE AGENDA ITEMS

Mr. Mulholland said Mr. Haushalter will come to the May meeting. He will send reminder emails two days before each meeting. Benoit Lamontagne is working on the scheduling of a visit by the governor. They need to get a video done relatively soon; it would be great to get a comment from the Governor on the video. Ms. Hill said it would be great to have an event when the governor is here.

II. APPROVAL OF MINUTES: February 28, 2018

Rob Taylor moved to approve the minutes of the Economic Vitality Exchange Committee meeting of February 28, 2018 as written. Seconded by Dana Key.

**The motion passed unanimously.*

V. NEXT MEETING DATE: Wednesday, May 23, 2018

VI. OTHER BUSINESS: None

VII. ADJOURNMENT

The meeting was adjourned at 4:59 p.m.

Respectfully submitted,

Charles Glazer
Recording Secretary