

FINAL

CITY OF LEBANON
ECONOMIC VITALITY EXCHANGE COMMITTEE
Minutes, May 23, 2018
City Hall, West Meeting Room
4:00 p.m.

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

STAFF PRESENT: Deputy City Manager Paula Maville

I. CALL TO ORDER

The meeting was called to order at 4:05 by Mr. Taylor.

II. APPROVAL OF MINUTES: February 28, 2018

Change: Page 3, line 3, correct “Next Meeting Date” to May 23, 2018.

Dan Nash moved to approve the minutes of the Economic Vitality Exchange Committee meeting of April 25, 2018 as amended. Seconded by Kevin Purcell.

****The motion passed 7-0. Abstaining: Goodrich.***

III. DISCUSSION ITEMS

A. Tom Haushalter—Daily UV regarding social media app

Mr. Haushalter said the City Manager addressed concerns about recruitment and retention of younger employees. Mr. Below said there needs to be a way for people to know what to do in the Upper Valley. Mr. Purcell said businesses lose people because they are not able to find partners. Mr. Haushalter said DailyUV has created an app-based news and information site, and that is a solution for a lot of businesses. He said it is up to businesses, organizations, and users to populate the app with content. Suggestions were made to contact HR departments about this, getting this information into a welcome packet, a push by DHMC and the Chamber of Commerce, and a follow-up email to businesses visited by Committee members. Mr. Haushalter said the app is free, unless someone signs up for the premium service.

B. Meet with School Superintendent Joanne Roberts to discuss marketing the value of the Lebanon School District

Mr. Taylor said the school system plays an important role in economic and business development. The School District, businesses, and City need to be mindful of a mutually beneficial relationship. Ms. Roberts reviewed District accomplishments, including high scores on the SAT and State testing, diversity, and the strength of their ESL program. Lebanon High School and Thetford Academy students have an opportunity to spend a semester at Hypertherm or Fujifilm, obtaining college and high school credits and manufacturing certifications. Other schools are interested in participating. Hypertherm has a STEM camp during school vacations. She said they are reviewing their modernization plan; they may split future warrant articles instead of including all of their plans in one. The District is adding solar panels and bidding with the City on electricity. They are a leader in extended learning opportunities. She said many classroom spaces are antiquated; closets are used as classrooms, and in some schools, there is no staff room. They need to talk about safety and emergency protocols.

Mr. Goodrich recommended that the City and School District join together in overall planning. There is a lack of recreational fields. Ms. Hill suggested marketing materials that can help businesses understand the District's strengths. Ms. Roberts said they are just getting to that; they now have a Director of Communications. She said people find it financially hard to buy houses and stay in Lebanon. Mr. Purcell said there are a lot of good things about the schools that no one knows about. Ms. Roberts said each month, the District runs a "Spotlight" page in the *Valley News* to celebrate what they are doing well. Mr. Brown said there are graduates who have done good things. Mr. Purcell said many of Lebanon's test scores are higher than Hanover's, but employers tell people where their kids should go to school. Mr. Brown said the City's website should feature the School District.

Regarding the recent bond vote, Mr. Purcell said people asked why the District was mixing safety improvements with a large building investment. Mr. Goodrich said the Vital Communities Corporate Counsel can reach out to politicians to help. Ms. Roberts said very few people who attended meetings were opposed to the project. The School Board is responsive to people who attend meetings. Mr. Taylor said they should build connections with students while they are here to try to get them to come back.

C. Discuss the status of SB 654 regarding the business exemption and workforce development program for the Advanced Regenerative Manufacturing Industry

Not discussed.

D. Status of the Upper Valley high-tech marketing plan

Not discussed.

E. Status of the Upper Valley High-Tech Council

Mr. Taylor said many companies are interested in the Council. Mr. Brown said they should have a good mix of different types of businesses.

- F. Goal #3: Develop an Intentional Approach to Business Recruitment and Retention (with a focus and priority on retention of existing businesses):**
Findings from Business Visits: Next Steps and Assignment of Action Items

Not discussed.

IV. FUTURE AGENDA ITEMS: Not discussed.

V. NEXT MEETING DATE: Wednesday, June 27, 2018

VI. OTHER BUSINESS: None

VII. ADJOURNMENT

*Dan Nash moved for adjournment. Seconded by Kevin Purcell.
The motion passed 8-0.

The meeting was adjourned at 5:03 p.m.

Respectfully submitted,

Charles Glazer
Recording Secretary