

**Jaffrey Economic Development Council  
Draft Minutes 01/19/22**

**8:00 am Jaffrey Fire Station**

Present: Peter Chamberlain, Chair, Dominique Cassie, Peter Constant, Cathy Furze, James Georgopoulos, Tim Gordon, Ed Merrell, Stephanie Porter, Bill Schofield, Mike Shea.

Staff: Jo Anne Carr, Director

Host: David Chamberlain, Jaffrey Fire Chief

1. Budgets – Town Manager Review

Jo Anne presented to the Budget Committee on the 12<sup>th</sup>, while there were a few questions, the budget was approved and moved to the Budget Hearing on the 5<sup>th</sup>. This budget included increases to the Downtown Marketing account, from \$3,000 to \$20,000 and creation of a Capital Reserve Account \$40,000 for infrastructure improvements at the Stone Arch Bridge TIF District. And the Capital Reserve for Downtown Improvements was level funded at \$60,000 to bring that account to \$280,000 plus interest.

2. Marketing/Promotion

Tim presented a series of reports run through the Claritas company (<https://claritas.com/>) which collates segmentation data for end users. Types of data groups include income, household demographics, household characteristics, purchasing preferences, etc. Sample reports are attached to these minutes. It was discussed whether we should pursue accessing reports such as these\*. Further discussion centered on not having a good understanding of what business we do want versus what might be interested in relocation/expansion to Jaffrey.

3. Goals/Strategy for the Year

In answer to the question above and to the question of what economic development opportunities will there be during and post construction of the traffic project, Tim suggested a workshop over one or two days with an outside facilitator to conduct an exercise such as a SWOT analysis or storyboarding. Participants should include the EDC, Downtown Revitalization Committee, Planning Board and others. This should happen in the near future to help frame a vision for the DT Revitalization Committee as they move forward addressing the traffic project impacts.

Other important goals for the year is to enhance our marketing and community engagement for the town as a whole. The Downtown Jaffrey website needs an active outreach and engagement component as part of this effort. James and Tim expressed interest in moving this initiative along.

4. Project Schedule

On request by some members that EDC involved projects are confusing, Jo Anne proposed a project schedule with timeline for review. This is attached to these minutes.

5. Other Business/Updates

We ran out of time before getting to this item, but member appointments are due. Jo Anne will reach out to those affected as a reminder.

\* Note: Census data will not be available for rural communities (less than 10,000) until later in 2022. JC suggests waiting until this data is available prior to purchasing an account.