

TOWN OF JAFFREY

Budget Committee

January 21, 2021

Members Present: Norm Langevin, Charlie Turcotte, Peter Maki, Frank Sterling, Bob Schaumann, Sam Greene, Kathy Batchelder (Zoom)

Staff: Town Manager Frederick, Finance Director FitzGerald, Planning & Economic Development Director Carr, Selectman Chamberlain

Meeting opened: 6:07 p.m.

Materials provided are: a memo from Peter Chamberlain, EDC Chairman regarding the increases they have requested. TIFD Financial plan for both TIFD's and the proposed budget from EDC for each, TIFD plan approval process. Information that was requested from Reality Check is also provided.

ECONOMIC DEVELOPMENT

Total request is \$35,574. The line of interest was the Economic Development/Marketing, which was decreased to \$5,000. TM Frederick made the recommendation to increase the amount back up to the requested amount of \$10,000. The Jaffrey Commons website was hacked this summer. It is a business website that supported all the businesses in town, that's why it's here and not the TIFD budget. To recreate that website would cost \$5,000. The EDC would like to see this website up and running again. Nothing else would be changed. Total Economic Development request would be \$40,574. Greene asked that the request is for \$5,000 and it was presented last meeting as it would be going into a design plan? TM Frederick stated No, that line item is used for community outreach and marketing and this website is part of that tool. Sterling stated that the BOS was in favor of raising the amount \$5,000.

On a motion by Sterling, seconded by Greene, the Economic Development and Marketing line item was increased by \$5,000 for a total of \$10,000. (7-0) This brings the total budget to \$40,574 that is tentatively approved.

Batchelder was able to join via zoom and was updated on what she missed. Carr explained that the long-term plan is to bring someone on permanently to monitor the site, and to do more outreach, which is part of the Downtown TIFD funding. The short-term plan is to contract with TEAM Jaffrey's vendor and have her do the work. She currently charges \$500 per month, which is more than what they're asking for, but if it's raised to \$10,000, they will have a sufficient budget. Going forward, they will need a permanent person. This would only be a penny on the tax rate.

DOWNTOWN TIFD

The EDC met yesterday morning and Selectman Belletete was in attendance. They discussed the purpose for the request. The Economic Development/Marketing line from the EDC was \$20,000, it was decreased to \$3,000. The Downtown Infrastructure Capital Reserve was \$60,000 and remained there and Downtown Improvements was decreased from \$110,000 down to \$50,000. Following the conversation with the EDC, what they are requesting is the following: Keeping the \$20,000 Marketing/Economic Development line for assisting downtown, Downtown Improvement line would be \$50,000 and they are requesting \$110,000 for the CRF to assist with the Route 2020 town improvements. Carr explained that the EDC did discuss these requests at length. The EDC feels strongly about the requests. Regarding the Finance Plan, Carr offered an explanation. The budget is always based on the prior year values, in 2020 the downtown evaluation of \$22,464,121, from that we subtracted the base assessment from 1999, which was \$12,601,300, which gives them an increment of \$9,862,821 x the tax rate = Revenue available to them from the prior year to invest in the downtown, so the budget for 2020 was \$35,000 for TEAM Jaffrey, \$3,000 for economic development/marketing and \$10,741 for administration. Projects included an investment into their capital reserve, \$5,000 placeholder for downtown traffic and pedestrian enhancements and \$40,000 for Elite Laundry, \$110,000 for downtown improvements, which was their match for the sidewalk project on Peterborough Street and Stratton Road and then the bond payment of \$17,909 and then \$4,000 per year toward Community Field for a total of \$265,650. Actually spent was \$255,302. The 2021 proposal is based on an increase in value from \$22,461,121 to \$27,170,285 which represents a 16.86% increase in value in the downtown, which is in part due to reval and improvements in the downtown area. EDC wanted to reinvest this into the downtown projects. One request was to increase the TEAM Jaffrey funding up to \$40,000 and increase some of the responsibilities of the Executive Director, supporting the business development/marketing piece. Increasing the Economic Development budget from \$3,000 to \$20,000 and then Administration is at \$11,000. They initially requested \$110,000 in downtown improvements, for work done at Community Field, the EDC voted to go back to the recommended \$50,000 by the BOS and use the excess \$60,000 and put in into the Capital Reserve, so this year's Capital Reserve request is \$120,000. Once the downtown project gets up and running, there will be an advisory committee appointed by the BOS. The involvement of the State for funding projects is presently unknown. The budget request remains the same at \$307,255 with a return to the General Fund anticipated in 2021 of \$93,829. EDC wanted to see what their proposed returns were on average of the duration of the districts. The Downtown TIFD it's averaged out to be 20% returned annually. This budget is 25%. Sterling stated that one of the Selectman was talking with DOT this morning. Timeline for construction bids and construction dates was asked and DOT stated January -March 2023 would put the bids out, contractor would be selected in May-June 2023, and the new bridge would be started summer 2023, roadwork would be in early in 2024. Spring 2024 roadwork would be started in the 5-way and hopefully be completed by 2025. BOS has asked the TM to work with the staff to put together a plan once the State has determined what

they will do, the Town can come up with our enhancement plan for outside of the work zone. The task force will come up with a definitive budget. The Town has been telling residents that it will have very little impact on the town budgets. The BOS would like the Budcom to approve the budget that was presented by the Town Manager. Chamberlain concurred with Sterling. There is time to put money away and the State will be spending the majority of the money. Langevin agrees with the BOS. Greene asked when there was a Capital Reserve Fund is any of the money able to be combined with grant money. Sterling state we could go after a CBDG grant. Batchelder is concerned about not putting the money in that line, if it goes into the CRF, if not used, it would go back into the General Fund. Leaving the State determine what is considered “done” differs from the Town’s idea of completed. She would like to see some money put away. Chamberlain asked if the increased reval. amount would remain steady. He would like to see the \$60,000 amount remain steady this year. Next year we may have a better idea of what is needed to be put away. Sterling mentioned that there really isn’t that much area that the Town would have to pay for and a plan has to be formulated before all this money away. Greene also asked about parking created at Community Field, there will be 100+ spaces. Park Theatre is exempt as a non-profit, it will have an assessed value counted into the revaluation. Carr feels that the EDC and BOS should have a conversation to move forward. RSA 32 states that the Budcom can make recommendations for TIFD budgets. Both BOS and TM recommend to keep the budget at \$229,991.

On a motion by Turcotte, seconded by Schaumann to recommend the BOS request to the Town Manager for the Downtown TIFD of \$229,991(6-1).

Public Hearing in Zoom format. Batchelder suggested posting it on Facebook also.

MEETING ADJOURNED: On a motion from Greene, seconded by Turcotte, the meeting was adjourned at 7:10pm.

NEXT MEETING IS SCHEDULED FOR FEBRUARY 6, 2021
9:00AM @ JAFFREY FIRE STATION.

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