

Planning Board
Town of Hinsdale, NH
Meeting June 18, 2019

Present: Chair Sean Leary, Tom Woodbury, Ann Diorio, William Hodgman, Sandra Golden, Lindsey Blake, Alternate Beth Nadeau and Selectman Mike Darcy. Members of HCIDC were present: Michael Abbott, John Smith, Bernie Rideout, Mike Darcy, James MacDonell, Robert Harcke, Steve Bonnette. Edwin Smith was not present. No members of the public were present.

A. Diorio made a motion to approve the minutes dated May 21, 2019. She was seconded by S. Golden. The motion passed unanimously.

CDC Lynch present a business form for Bacon Me Crazy LLC at 6 Main St. No change in use. It will remain a restaurant. They will begin with breakfast and eventually serve lunch as well. The name on the sign will change and they are applying for a liquor license. The board felt there was no need for a site plan application.

CDC Lynch presented a letter to Corse Excavation to uphold the decision about stockpiles after sale of the property. Selectman Darcy made a motion to have the Chair sign the letter. He was seconded by L. Blake. The motion passed unanimously.

Chair Leary discussed the progress with the Master Plan in regards to Parks and Recreation. There is a survey that will be on the back of a mailer sent to all homes asking for people's opinions about the parks in town. CDC Lynch explained that in the future she hopes the group can go over the survey with the public and have a community forum to discuss the results and gather further input, Picnic in the Park. Chair Leary explained that the electronic version of the survey will be online Thursday.

Chair Leary also explained that as he looked through the Masterplan he saw that many of the goals that were made five years ago haven't been worked on. It is a ten-year masterplan that cost 13K. He suggests that maybe people take certain sections of the masterplan to work on. He would like the board to consider this idea.

S. Golden explained that as she looked through, she saw Census data from 2007 to 2017 that said we lost 300 residents. Selectman Darcy explained that unless the data is on the 10 year that the information is just predictions.

6:15 pm The joint meeting with HCIDC began. Chair Leary presented a Marketing Proposal (this document is attached to the minutes).

Chair Leary discussed a project to help with economic development in town. There are things the Planning Board can and can't do. Many of the HCIDC members are also vested land owners. The 1st Phase would be an introduction to the town, with real estate listings. Page 1. Is a multi-media market – video introducing others to Hinsdale, to show all the positive aspects, like proximity to 91, the new bridge construction, to give people a picture of the town. Use a mixture of pictures and video. Consider if the video should be outsourced or created by an ELO, a combination of both. Highlight existing businesses, include the geography of the area and why we are unique, our 3 Phase power and many other highlights. The video would need to have a story, script. Many community partners to help with the history of the town. Contacting local businesses to ask what is working for them what needs work. We would need a narrator for the video, there are a few people in the community with great speaking voices, our town moderator for example.

The 2nd Phase would be helping to promote the available real estate in Hinsdale. Both privately owned, with the owner's permission and town owned property. Offer extra detailed information for viewers like photography, videos of the parcel. We can get community help from residents with drones. Get advice from real estate agents of needed items on a listing. Could work with HCIDC members to ask what is needed from businesses interested in a parcel. We have a base inventory of available parcels; we can

contact the owners for permission. This also opens up conversations with property owners.

Page 4 explains the need resources. This will help us make community connections, businesses and residents. You find many great ideas after conversations with the community.

To move forward the Planning Board needs to meet with the Selectmen. The town website would need to be updated and this board will need a commitment from the BOS to get these updates.

Last night the BOS spoke to the School Board and discussed a few things they could work together to help with communication, at that time we asked Kaylah Hemlow a school board member to join us tonight. Kaylah explained that she would like to bring kids and the community together with welcome baskets. Also, another component that could be included are a list of employers that are looking to hire.

Mr. Abbott explained at the is time the State does not provide adequate funding for education. Unfortunately, there will be no decision made until January, there is no easy solution at this time or anytime soon.

Kaylah further explained that early intervention is great especially for ages 3 and up. This also helps support that community, at this time there is no information given to parents. There could be different welcome baskets, some focused on welcome baby, others welcome new resident. Information like register your dog, information about the town, parenting groups, coupons, fun things to do, books, blankets, local resources, town contact numbers etc. This is another way to make the community look attractive.

Page 5 and 6 explains some community partners and how they could help.

Mr. Abbott explained that this is on point, and was in favor with this plan because it would help promote the region. He suggested included infrastructure. Feels the video should be done professionally and recommended looking into grants for funding assistance.

Discussion of the video and marketing proposal: If this brings in a few businesses its more that we have now. Video introduction can be tailored to each real estate. The video tells people how great the community is, biggest issue is workforce, build from the bottom up. Tie in the ELO program with the video, 2 birds 1 stone. Possibly local college students working on their Masters to create the video. The Planning Board initiating this is great because you are setting the stage. Possibly TIF monies could be used, recommendation to look into the Bylaws.

S. Golden asked HCIDC if they work with any local realtors. (George Bosquit out of Keene works with commercial real estate).

T. Woodbury asked is the video, marketing piece, in compliance with the Planning Boards Bylaws, would this be promoted by the Planning Board or the Town? (All business inquires would be directed to CDC Lynch or HCIDC, then CDC Lynch would advise for site plan review).

S. Leary explained that this is a planning board project, he would hope that everyone takes an individual piece that plays on their strengths.

T. Woodbury made a motion to move forward with the proposed marketing plan as presented. He was seconded by A. Diorio. The motion passed unanimously.

7:08 pm HCIDC was excused. Selectman Darcy left with HCIDC as their chair.

Chair Leary will reach out to SWRPC, Karen Thompson and BOS. CDC Lynch will reach out to Antioch, UNH Coop Extension. Selectman Darcy will reach out to HCIDC and a filmmaker. T. Woodbury will reach out to Historical Society. A, Diorio will look into the school history. We will start here, then we will know which path to go down next.

CDC Lynch will get a list of property owners.

Chair Leary explained that the board has requested basic website updates months ago. He will be presenting the marketing plan to the BOS in the next few weeks. He will address the website at that time and explain the importance of an updated website. It was suggested to bring the website up on screen at the PD. L. Blake made a motion for Chair Leary to act on the behalf of the Planning Board to present the marketing proposal and to solicit their support. She was seconded by S. Golden. The motion passed unanimously.

Next meeting the board was suggested to bring their suggestions for chapters 1 and 2 of the masterplan.

With no other business, A. Diorio made a motion to adjourn at 7:30 pm. She was seconded by T. Woodbury. The motion to adjourn was unanimous.

Respectfully submitted,

Kathryn Lynch, Community Development Coordinator