

Planning Board
Town of Hinsdale, NH
Meeting July 16, 2019

Present: Chair Sean Leary, Selectman Mike Darcy, Members Tom Woodbury, Lindsey Blake, Sandra Golden, William Hodgman, and Alternate Beth Nadeau. No members of the public were present.

6:00 pm Chair S. Leary called the meeting to order.

M. Darcy made a motion to approve the Minutes dated June 18, 2019 of the previous meeting, with the single correction of the spelling of Lindsey Blake's name. Seconded by T. Woodbury. The motion passed unanimously.

S. Leary shared that Kathryn Lynch needs help with two upcoming events. The first is a "Complete Streets" table at the August 11 Farmers Market for some of the time from 10 am to 2:00 pm. T. Woodbury can help S. Leary and L. Blake may be able to help as well. The second event is a "Picnic in the Park" event September 15 from 1:00 to 3:00 pm at Heritage Park to discuss the results of the recent survey with the community. T. Woodbury, S. Golden, W. Hodgman can help.

S. Leary shared the recent survey results about the Recreation section of the Master Plan. We received approximately 130 results but SurveyMonkey only returned 100. Something to do with our low-level account at SurveyMonkey. We may do more surveys for other sections of the Master Plan and hold more "Picnic in the Park" events to discuss them.

S. Golden brought up the possibility of incentives to keep up properties in town. There are rundown properties, some for sale, in town. How can we encourage owners to keep up the properties? Some are clearly becoming fire hazards. S. Leary shared that the Town does have ordinances in place but we still have these issues. There is a disconnect somewhere. S. Leary encouraged us, and S. Golden in particular, to follow up with CDC Kathryn Lynch and Tax Collector James MacDonell.

We discussed the marketing piece. M. Darcy and S. Leary spoke with Rob Patton, a filmmaker in Winchester who taught at Emerson College. He recommends focusing on the business in town more than the people for this piece. Interviews with existing business owners. Less "great place to raise a family" at first. Emphasize the new bridge, new business-friendly zoning changes. He thinks this video marketing piece will cost \$10,000 - \$12,000. S. Leary will ask HCIDC to fund this. He and M. Darcy are optimistic. Rob is mentoring some students who could be valuable assets in this project. S. Leary met with Karen Thompson, the ELO director at the High School. There may be a student interested in doing an ELO, perhaps mentored by Rob, as part of this.

L. Blake asked about a "community" version of this marketing piece. What about the people, and not just the businesses? It seems to us that we could prepare such a piece in tandem with the business-oriented one. Some careful editing would easily yield two versions.

S. Leary met with the Selectmen at last night's (July 15, 2019) meeting to pitch this marketing piece. The Selectmen are supportive. He also brought up the challenges the Planning Board is having with the Town website. Particularly for this marketing piece, the website must look and act professional. The Town website will be the first point of contact for many businesses looking to locate to Hinsdale. The existing populated pages of the site look great but some areas don't mesh well with others. Some functionality is disabled, as it's still a new site, but it's time to enable those functions. This will help the user experience. The Planning Board page in particular has menu items that are counter-intuitive. And the Planning Board has trouble making changes happen to the website. The Selectmen agreed with his assessment.

S. Leary hopes to arrange a workshop at the Police Station, with the big whiteboard, to talk about making some content and function changes to the website. The interface between the new marketing piece pages

and the Planning Board pages will be critical to its success.

T. Woodbury reported that the Hinsdale Historical Society is happy to work with us to provide interesting historical town info for the marketing piece.

S. Leary reached out to the Southwest Region Planning Commission. J.B. Mack will share our plan and look for advice.

There being no further business to come before the meeting, M. Darcy made a motion to adjourn. Seconded by W. Hodgman. The motion passed unanimously.

The meeting was adjourned at 7:10 pm.

Respectfully submitted,
Thomas C. Woodbury, Vice-Chair