

Economic Development Advisory Council
DRAFT Meeting Minutes
September 12, 2014, 9:00 am to 10:30 am
172 Pembroke Road, Concord, NH 03301

Attendees:

EDAC Members:

1. Kathleen Reardon, Citizens Bank
2. Carmen Lorentz, Division of Economic Development
3. Representative Naida Kaen
4. Zenagui Brahim, Manufacturing Extension Partnership
5. Dean Christon, NH Housing Finance Authority
6. Kathy Eneguess, White Mountains Community College
7. Pat McDermott, Hinkley, Allen & Snyder, LLP
8. Jeffrey Hayes, Lakes Region Planning Commission
9. Daniel Lee, Plymouth State University
10. Phil Ferneau, Borealis Ventures
11. Sarah Smith, University of NH
12. Jamie Coughlin, Dartmouth Regional Technology Center
13. Philip Suter, Keene Chamber of Commerce
14. Kendall Buck, NH Homebuilders Association
15. Stephen Heavener, Capitol Regional Development Council
16. David Mullen, Pease Development Authority
17. Chris Hodgdon, Comcast
18. Eric Crainich, Design Standards Corp.

Division of Economic Development Staff:

- Chris Way
- Cindy Harrington
- Patrice Myers

1. Chair Reardon called the meeting to order at 9:02 AM.
2. Chris Way made announcements concerning the upcoming events reflecting the focus on manufacturing - the Governor's Manufacturing Summit, Manufacturing Week, and the 8th grade video contest.
3. Jamie Coughlin announced the grand opening for the Dartmouth Entrepreneurial Network Innovation Center on October 1, 2024. He indicated that he would e-mail the details.
4. The minutes of June 13, 2014 were moved, seconded, and unanimously approved.

5. Lorentz discussed the Corrective Action Plan that the Division created to address the findings of the June 2014 performance audit of the Division. Of particular relevance to the EDAC is that creation of a strategic plan and performance measurement system is underway and the Division is exploring switching to new customer relationship management software.
6. Lorentz presented the draft vision that will form the basis for the Division's 2015-17 strategic plan. She reminded the committee that HB 1416 requires that the strategic plan have specific elements by 12/31/15. This initial draft does not have all those elements – the Division needs new tools and resources to fully comply with that law.

Lorentz reviewed highlights of the April 2014 survey of local economic development practitioners, which, along with input from staff and from the EDAC, formed the basis for the external-facing priorities in the draft plan. Those priorities are: provide new tools that are valuable to local, regional, state partners; address the need for an economic development plan for the state; identify strategic industry clusters for regions and facilitate regional business retention & expansion and recruitment initiatives; and explore partnership opportunities to have a more meaningful impact on workforce development.

The internal-facing priorities were based on strategic planning sessions conducted with Division staff in spring 2014. Those priorities are: articulate the Division's value to the state; employ technology to build a more integrated team and use data to drive strategy; increase visibility of the Division at local events; establish an internal culture and budget that fosters professional development and growth; and increase partnerships with other state agencies to promote our services.

The committee discussed the short-term technology needs of the Division, including new customer relationship management software; a subscription to a data service that provides real-time economic data and projections; and an online site selection tool that can be embedded into the Division's website.

The committee also discussed whether the Division could focus on educating local officials about the importance of economic development and how to interpret regulations correctly and enforce them consistently to create a welcoming attitude for investment.

7. Lorentz presented draft numbers regarding the economic impact to the state of the Procurement Technical Assistance Program (PTAP) and the recruitment team, two of the Division's five teams. These numbers are not yet final.
 - In 2013, PTAP's 600 active clients obtained \$418 million in federal contracts. The total economic impact of those contracts on the state are: \$205 million additional sales at NH companies; 3,586 jobs, \$237 million in payroll; and estimated BET revenue of 1.76 million.

- In 2013, the recruitment team helped bring 16 new companies to the state. The total economic impact of those new companies are: 1,492 new jobs; \$77 million in payroll; \$70.2 million in new sales at existing NH companies; and an estimated \$577,000 in BET revenue.
8. The committee discussed guiding principles of a statewide economic development plan. Lorentz explained that this will be a priority over the next few years and that the Division will have to seek resources to undertake this planning process. This initial input by the EDAC will help create the framework for this planning process.

Discussion focused on several themes. In general, the group agreed that a statewide economic development plan should:

- Incorporate planning that has already been done.
- Have a regional focus – mobilize partners and resources around key issues/industries in each region.
- Focus on what the state can actually do.
- Integrate/coordinate actions of local, regional, statewide economic development entities.
- Create a sustainable structure that will allow for a statewide economic development plan to be updated on a regular basis.

Next meeting is on Friday, December 12, 2014 at 9:00 at DRED. The group agreed that the second Friday of March, June, September, and December at 9:00 am would work well for 2015 meetings.

The meeting adjourned at 10:30 AM.