



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION OF ECONOMIC DEVELOPMENT

172 Pembroke Road Concord, New Hampshire 03302-1856

Economic Development Advisory Council (EDAC)
Friday, September 9, 2016, 9:00 – 10:30 am
Department of Resources and Economic Development
172 Pembroke Rd, Concord NH

AGENDA

1. Minutes of June meeting 9:00 – 9:05
2. Updates 9:05 – 9:50
 - a. www.choosenh.com launch & webinar
 - b. Public relations – results of new contractor (DCI)
 - c. FY 18-19 budget
 - d. Talent attraction marketing campaign
 - e. Sector Partnership – Manufacturing, healthcare, IT, hospitality
 - f. DED’s annual meeting – Dec 1; keynote on talent attraction
3. Division’s Strategic Plan 9:50 – 10:25
 - a. Updated 2016-17 plan
 - b. Draft 2018-19 plan
 - c. Preview FY 2016 annual report
4. Public Comment 10:25
5. Adjourn 10:30

Next meeting: Friday, December 9, 9:00 to 10:30 am,
DRED 172 Pembroke Rd, Concord



Economic Development Advisory Council
DRAFT Meeting Minutes
June 10, 2016 1:00 – 2:30 pm
Department of Resources and Economic Development
172 Pembroke Road, Concord, NH 03301

Attendees:

EDAC Members:

1. Representative Naida Kaen
2. Tim Sink
3. Carmen Lorentz
4. Kendall Buck
5. Dean Christon
6. Phil Ferneau
7. Zenagui Brahim
8. Jeffrey Hayes
9. Jayne O'Connor
10. Stephen Heavener
11. Philip Suter (Phone at 1:30)
12. David Mullen
13. Daniel Lee
14. Mark MacKenzie
15. Sarah Smith

Members of the Public:

Mark Holden, Associated Builders and Contractors

Other:

Patrice Myers, Division of Economic Development (DED) Staff

Handouts: Agenda, Last meeting minutes, 2016 SWOT Analysis Themes, 2016 Survey of Partners, FY 2016/17 Goals

Chair Sink called the meeting to order at 1:05 PM and asked that attendees introduce themselves.

1. Lorentz noted approval of last meeting's minutes would be postponed until 1:30, when Mr. Suter could join the group.
2. Updates by Director Lorentz:
 - Site Selection Website: Lorentz gave a demonstration of the new site selection website, ChooseNH.com. Public training on the use of the site, as well as a press release, is slated to go out in September. It will be connected to the NH Economy website.

- Public Relations Firm/Digital Ambassadors: DED is now working with Development Counselors International (DCI) on a public relations program. In the first year, the focus will be on aerospace & defense, life sciences, and tech. Lorentz said EDAC members would receive an invitation to be a New Hampshire Digital Ambassador, which is one of the tactics DCI is recommending – it provides an easy platform for those who sign up to share content about NH’s business climate.
- State Economic Development Strategy: DED has submitted a request to the NH Economic Development Fund Review Committee to authorize the remaining funds in that account to be used for a statewide ED strategy. This funding will be used as match for two federal grants: Northern Border Regional Commission and Economic Development Administration. DED will initiate the RFP process in late fall to find a consultant team if funding is secured.

Director Lorentz called Mr. Suter on the conference phone at 1:35, forming a quorum. Jeffrey Hayes moved and Kendall Buck seconded to accept the March minutes, which passed unanimously.

- FY 18-19 Budget Process: Lorentz gave an overview of the new efficiency budget process and noted that the only significant increase DED will be seeking is for marketing funds to build off the \$100,000 that was added to DED’s budget in FY 17 for a talent attraction marketing plan.

3. Division’s Strategic Plan:

Lorentz discussed the difficulty in updating the strategic plan every year when the budget only changes every other year. Discussion focused on having two versions of the plan in circulation in the coming months: one that reflects the FY 16-17 budget that we are currently in with minor updates and one that is a draft of what DED would like to accomplish in FY 18-19 with the budget that DED is requesting.

Lorentz presented results of a staff SWOT analysis, where talent attraction marketing and coordination of many workforce development initiatives rose to the top as important roles for DED to fill.

Lorentz presented the results of a survey of partners (local economic development organizations and committees, municipal economic development staff, regional planning commissions, chambers of commerce, etc). The survey was sent to 119 and 44 responded with good distribution across the state. The need to ramp up marketing of the Economic Modeling Specialists International (EMSI) tool and to market the availability of a wide variety of data on choosenh.com were evident from the responses.

Discussion of how the goals and metrics in the FY 16-17 plan may change then took place. Lorentz noted that Goal #3 re: workforce development needs to be updated now to reflect the work that has been done to establish Sector Partnerships in manufacturing, healthcare, IT, and hospitality. DED’s Office of Workforce Opportunity is driving the launch of the Sector Partnerships in conjunction with many partners.

Re: metrics, one suggestion was made to establish a regular customer satisfaction survey process so that DED can use input from clients and partners to improve programming.

4. Public Comment:

Mark Holden asked if there were questions that could be asked or talking points that could be used in upcoming candidate forums and debates to educate candidates about DED.

Lorentz announced that Sarah Smith is retiring from the Council and thanked her for her service and contributions.

Mark MacKenzie moved and Jeffrey Hayes seconded to adjourn the meeting, which ended by unanimous vote at 2:30 PM.

DRAFT