



Windham Economic Development Committee (WEDC)
Friday, August 12, 2022
Approved Minutes

Attendance: Kristi St. Laurent, Dale Valvo, George Fredette, Clare Macoul, Matthew Swoboda (Alternate), Derek Monson, Mike Oldenberg (public)

Excused: Gary Garfield, Theo Moser, Mitchell Jacoby, Jim Rondestvedt (Alternate), Derek Monson (PB Liaison), Jennifer Simmons (BOS Liaison)

Call to order – introduction of members

Matt Swoboda appointed for Theo Moser

Economic Development Update by Alex Mello, Community Development Director

Planning Board approved 1 & 7 Indian Rock Rd for 35K sqft commercial for restaurant and multi-tenant commercial building and 8 voluntarily deed restricted 55+ homes – Village Center District.

Dermatology office at Gateway Park should be kicking off construction soon, next month or two.

Gateway revised plan pulled from ZBA consideration; plan being re-worked by applicant.

ZBA approved 5 Enterprise Drive for 2500 sq ft with drive thru. Applicant will be coming to WEDC and PB.

ARPA funds not approved for the Economic Development Strategic Plan.

Subcommittee Updates – status of update to Board of Selectmen

Land Use – did not meet due to no quorum

Infrastructure – water line layer added to the Town GIS map, requesting link from WEDC page to the map.

Promote Windham – Mitch and Clare to reach out to key players on

what it is like to do business in Windham, some who have done business just in Windham and some who have businesses or done business in several towns. Proposing questions – which boards and committees have you interacted with, have you done same in other towns, what was it like – good bad? What was best? What was worst? Would you do business in Windham again?

Communications – looking to start up business spotlights
Liaison Reports – C Macoul reported for Greater Salem Chamber of Commerce that they have hired a new Executive Director, Ashley Hazeltine formerly of the Greater Derry Londonderry Chamber. Start date 8/22/22.

Discussion of Business Permits – could be revenue generating. Accountants, hair dresser, artists, website developers, etc – nominal fee would be revenue generating but would also help with generating list of businesses for outreach and business directory.

Master Plan Implementation

Review of process as outlined in June 27th Master Plan Implementation memo. The memo unrealistically anticipated that a large portion of the planning and work would happen over the summer – very difficult with volunteer boards and summer travel with all members present concurring. The WEDC will make a good-faith effort to have a draft chapter or an outline by September 30th although that is a guarded goal.

Several in attendance had reviewed the memo, Master Plan Vision section, Economic Development chapter, the Auburn MP as model suggested by MPPC and/or the community survey. One clear goal in previous MP is for 10% of revenue to be from commercial vs residential revenues. The Assessors office did provide info on commercial vs residential parcels, A Mello will work with the Assessor to boil down the numbers to see where revenues from the properties fall. By area, Windham is zoned about 11% commercial vs non-commercial.

Discussion of engaging business community and public for input on updated Economic Development chapter. Option of public meeting at the Letizio Enterprise Center to engage specifically the Windham Business Community as well as the general public. Friday, September 16th at 7:30am noted as proposed date.

Discussed holding workshop on Wednesday, August 17th at 8:00am at the CDD, more workshops to follow as needed. Objectives to review current chapter and provide synopsis/bullet points for consideration by business owners and public. Draft questions for listening session to gauge opinion and input on previous chapter priorities, goals – what has been met, what should be dropped, what continued and what to be added. Additional workshops will be held as needed. The proposed chapter summary and draft questions will be considered and approved by the full WEDC at the September meeting before the community meeting.

Additional goal to draft press release and flyer information for Communications subcommittee to work with and draft and outreach program for when that information is ready.

Old and New Business – GSCC has Hidden Jewell Awards at Searles Castle next Wednesday, including Windham awardees.

Motion to Adjourn by D Valvo, second by C Macoul. All voting in favor.
Meeting adjourned at 8:45am.

Minutes respectfully submitted by K St. Laurent.