

Economic Development Advisory Council
DRAFT Meeting Minutes
June 16, 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, Director DED
3. Zenagui Brahim, Manufacturing Extension Partnership
4. Dean Christon, NH Housing Finance Authority
5. Kathy Eneguess, White Mountains Community College
6. Judy Gove, NH Electric Co-op, Inc.
7. Jeffrey Hayes, Lakes Region Planning Commission
8. Daniel Lee, Plymouth State University
9. Mark MacKenzie, NH AFL-CIO
10. Sarah Smith, University of NH
11. Jayne O'Connor, White Mountains Attractions
12. Philip Suter, Keene State College
13. Kendall Buck, NH Homebuilders Association
14. Sen. Jeanie Forrester

Division of Economic Development Staff:

- Chris Way, Deputy Director, DED
- Michael Bergeron, DED Staff
- Patrice Myers, DED Staff

1. Chair Reardon called the meeting to order at 9:06 AM.
2. The minutes of March 21, 2014 were moved, seconded, and unanimously approved.
3. Lorentz gave an overview of the Legislative Budget Assistant's performance audit of the Division and promised to send a link to the audit via email. Discussion focused on the need for improved use of technology to be a focus going forward and that the Division should report regularly on progress made in addressing audit findings.
4. Lorentz reviewed HB 1416 which prescribes the elements of the strategic plan that the Division is required to produce by 12/31/15. Discussion revolved around the difference between a statewide comprehensive economic development plan and the plan spelled out in HB 1416. Lorentz stated that the intent of HB 1416 is for the Division to create a strategic plan for its programs. Lorentz explained that

the Division does not have the resources to do a statewide economic development plan and that the focus in the near-term is to produce a document that articulates goals and objectives for the Division's programs to guide development of the FY 2016-17 budget.

5. Lorentz then presented three elements of the Division's planning process that have been completed to date.
 - a. Draft Asset Map – this is a listing of economic development programs in NH and the results of a survey of economic development practitioners in NH. Discussion revolved around how to better articulate where NH is on the spectrum of economic development at the present time while sequencing expanded outreach and planning efforts into the Division's short-term operational plan, so the Division can ultimately provide a comprehensive statewide economic development plan.
 - b. SWOT Analysis – this is an internal exercise by staff focused on the Division's strengths, weaknesses, opportunities, and threats. Discussion focused on SWOTs of the state and how the Division might reach out to external stakeholders for input on a SWOT, either of the Division or of the state as a whole. A lot of discussion occurred around demographic issues and retaining and attracting young people.
 - c. Vision Statement – our mission statement is written in statute. The vision statement will supplement the mission statement to describe what we hope to achieve in the two-three years specific to the plan. The focus for this initial vision statement is on making sure our programs and partnerships are valuable to our stakeholders.

Meeting adjourned at 10:33.