

**Town of Epsom**  
**Economic Development Committee Meeting Minutes**  
**Old Meetinghouse Lower Level**  
**August 1, 2023 5:30 PM**

**Present**

Vincent Pagano, Chair  
Linda Hodgdon, Vice Chair  
Sinehan Kerman, Secretary  
Meadow Wysocki, Selectman  
Joseph Wysocki  
Jason Johnson  
Deborah Sargent, Public

**Call to Order**

Mr. Pagano called the meeting to order at 5:32pm

**Agenda Review**

No changes to proposed agenda

**Discussion**

Mr. Pagano began the discussion with an update on the Economic Revitalization Zones (ERZs) and signage. The ERZs are up for renewal in 2024, having been last approved in 2019. Mr. Johnson inquired about the process for renewal, and Mr. Pagano shared that there were no actions to take if changes would not be made to the existing zones. Ms. Wysocki shared that the Board of Selectmen would complete the renewal process, and that the Economic Development Committee (EDC) may make recommendations as desired.

Mr. Johnson inquired if we should consider expanding or changing the current ERZ zones, and if any parcels would be more attractive to a potential grocery store. Mr. Pagano shared that ERZs are parcel based, and offered to bring the maps to next meeting to compare to other parcel zoning. Discussion continued regarding limitations around compatible space in the existing water district area. Previously, concept spaces were reviewed in two parcels on Route 4, but were deemed to be too small within the water district.

Mr. Wysocki asked if there is a current pipeline of business interested in being located in these ERZs. Ms. Wysocki suggested posing the question to the Planning Board, as they would receive such inquiries. Mr. Pagano shared experience of businesses meeting with Planning Board to do exploratory research prior to establishing a business. Ms. Hodgdon offered to contact Ms. DesRoches on the Planning Board to inquire about prior business interest. The committee discussed ways to find a target audience for business opportunities, and potential to find out what types of businesses have posed interest to the Planning Board in the past. Ms. Wysocki recommended exploratory research to determine the reason, if a business decided not to build

in Epsom, why. The committee discussed next steps, based on whether or not inquiries exist. If there are existing inquiries, then support materials may need to be offered, but if there are none, then there may be a need to focus on marketing to attract new business inquiries.

Mr. Pagano shared update on missing ERZ signage, based on his discussion with Ms. DesRoches from the Planning Board. Ms. Wysocki offered to reach out to Ms. DesRoches about contacting Elite Sports to inquire about the status of the missing sign that may have been removed during construction on Gauthier Drive. Mr. Pagano offered to bring ERZ map and parcel details to the next committee meeting.

Mr. Pagano brought up his research on broadband-related issue in Loudon, but it was not discussed as planned, as the last Loudon meeting did not have quorum. No other updates in terms of broadband other than a Comprehensive Economic Development Strategy (CEDS) plan in progress with the Central NH Regional Planning Commission. A study was submitted to push forward state initiative for broadband expansion. Mr. Pagano mentioned that federal money is only available to under developed areas for expanding wired internet, and shared details of process for applying for grant monies if an area is eligible for such grants. Mr. Pagano can act as a representative for Epsom, currently the watershed project is on the list for grantwriting. Projects must be submitted to be included in the CEDS and then a request can be made for potential congressional earmarked monies.

Mr. Wysocki inquired about any state level initiatives that may impact our work. Ms. Hodgdon mentioned we can contact State Representatives to understand how they are involved and what they might know that would be helpful to the committee. The committee discussed connecting with representatives to try to get attendance at an upcoming meeting. The committee agreed that raising awareness of EDC initiatives may help improve communication between all involved parties. Mr. Pagano agrees to inviting guest speakers to EDC meetings so that the committee can build a working relationship with different representatives and local citizens. Committee agreed on the need for advanced planning and public communication of agendas, and planned to discuss details at the next committee meeting.

Ms. Wysocki shares that Epsom applied for a water district expansion program, and asked if the grants have been awarded. Mr. Pagano says it was not awarded but can be resubmitted in the future.

Mr. Pagano shares that he does not currently have access to create a YouTube account for town, but will work toward that. It is not possible to make a channel with a .org email, but may be able to create an account with a generic .gmail address, pending town permission. The committee can keep videos on a shared drive until able to create a YouTube channel. The committee discussed individuals that may be able to participate in collecting footage, and listed areas that would be good to collect new footage of, including opportunity to collect footage of the upcoming Old Home Weekend. In discussion of attractive residential areas of town, Ms. Wysocki suggested getting permission before capturing residential footage, if it is not public such as with Google Maps/Earth. It may be possible to capture drone footage in the fall around the circle and area businesses. Mr. Pagano suggested asking Common Man for time-lapse

footage of the new development at the circle. Public attendee, Ms. Sargent, mentioned historic homes on end of New Orchard Rd. Across the street, red house was built in 1764. Ms. Wysocki suggested finding out build dates for historic buildings, so that videos can be captioned with these details.

Mr. Pagano progressed discussion on to the Epsom Master Plan Survey. The Planning Board gave permission to share the survey with EDC. In the Master Plan, the land use chapter decided to add an economic description of Epsom, which is awaiting Board approval.

Ms. Wysocki shared that she spoke with Selectmen about a town motto, and that the Board of Selectmen not aware of a motto, but will research to find if any previous motto(s) may have existed. There is a town celebration coming up in 2025, and there will be a committee for this. It may be a good opportunity to gather town input and involvement around selecting a motto and establishing welcome signage. Committee discussed when Epsom was established, 1727. Mr. Johnson asked if the EDC would be involved in choosing a town sign design. Ms. Wysocki discussed involving Epsom residents in process of designing and creating signs. Committee discussed potentially having entire process remain within Epsom, and perhaps having four unique sign designs and commemorating the town residents involved.

Mr. Pagano provided insight into future project prioritization. The committee discussed that the ERZ project is ongoing, but will start with locating signage, and then work to publicize the details of the zones more broadly and provide information to interested businesses. Expanding broadband will also continue to be a long term project. Creating a social presence will require discussion with Selectmen and permission to move forward. Mr. Johnson worked on a draft list of how to open a business in Epsom and would like someone to review the accuracy, perhaps the Planning Board. Mr. Johnson suggested adding a second document in similar fashion, specific to businesses wishing to be located in the ERZs. Committee discussed process to add the final information to the town website.

Ms. Hodgdon requests that information on location of well sites be shared with group, as well as information on what is included in new homeowner packets.

### **Public input**

Ms. Sargeant gives permission for her home to be included in historic town photos. She shares that she is interested in keeping the town small, but improving business near the traffic circle.

Mr. Johnson made a motion to adjourn. Mr. Wysocki seconded the motion. The motion passed 6-0.

The meeting was adjourned at 6:30 PM.  
Respectfully submitted, Sinehan Kerman