



CITY OF DOVER

BIZED CONNECT DBIDA SUBCOMMITTEE- MINUTES

Meeting Type: BizEd Connect DBIDA Subcommittee
Meeting Location: Second Floor Conference Room – City Hall
288 Central Avenue, Dover, NH 03820
Meeting Date: **Tuesday, April 1, 2014**
Meeting Time: **11:00 AM**

Members Present: Scott Johnson, Annette Studebaker, Jan Nedelka, Christine Soutter (Somersworth Economic Development Manager), April O’Keefe (Dover High School Career Services Coordinator)

Members Not Present: Peter Hamblett

Ex Officio Members Present: Dan Barufaldi (Chair), Economic Development Director

1. Call to Order/ Introductions/ Guests

The Chair called the meeting to order at 11:05 a.m.

D.Barufaldi stated that BizEd Connect is now an official subcommittee of the Dover Business and Industrial Development Authority and, therefore, the meetings are public and posting of the Agenda and Minutes are required on the City website. The DBIDA Board voted to own the website as it was launched.

Jan Nedelka recused himself, explaining that he was appointed to the Ethics Commission last week and in that capacity he is not allowed to serve on any other committees that are official appointed public bodies. He stated he did send to Maryellen the write up about Career Services Coordinator (CSC) roles and similar things for educating the public in Rochester on the importance of the business-education connection at the high school level.

D.Barufaldi mentioned there is a Mayoral Summit scheduled for after school work programs with a presentation on 5/18/14 in Concord given by Rolls Royce on the programs that they sponsor. He stated he has informed the DBIDA members about this and it looks like he will be putting together some transportation to that meeting if anyone would like to go. He thinks it would be worthwhile hearing about what others have done that is similar to what the BizEd Connect group has been doing.

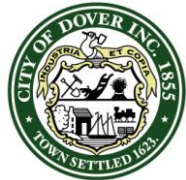
Details of this meeting were discussed, mayors from New Hampshire will be there, it will last half a day, and it will be in the morning. D.Barufaldi stated he sent out a notice about this meeting yesterday, and he said he will verify the date of the meeting.

2. Report on Meetings with CTC (Career Technical Center) Admin. & Staff

A.Studebaker stated there was a CTC meeting with faculty advisors and a photo was taken. The document containing the goals and mission statement for the BizEd Connect Subcommittee was given out at that meeting and she did not hear back from anyone, so she is assuming it is okay as is and will bring it to the DBIDA meeting on 4/3/14.

3. Acquisition of New Business Members / Next Steps

D.Barufaldi asked if there had been any acquisition of new business members.



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C.Soutter stated she has been working on getting some more names but does not have a lot of support right now because there was an interim director and the next director has not been announced yet. There have been a lot of changes in Somersworth and she has had a lot on her shoulders. She met individually with a couple of teachers and found out there are things going on and she is in the process of getting more information and should have it by the next meeting. Some businesses are almost at the commitment point.

A.Studebaker stated the next step will be to get P.Hamblett to work on contacting the businesses on the list which hopefully will be done soon.

A.O'Keefe stated the list is ready.

4. Presentation & Discussion of Student Web Site & Marketing Programs Status

A.Studebaker did a presentation showing the links to the Dover, Rochester and Somersworth CTC, and showing that all three are linked. She explained the logo on the website designed by a student and the thought behind it.

S.Johnson stated that the website is done and 100% of content was done by students.

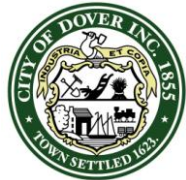
A.Studebaker explained that the scrolling images on the website will be refreshed and changed as more businesses become involved. The mission statement is on this site with individual's photos and name of the person and where they are from.

S.Johnson stated that the video work done at K9 Kaos is not on the website yet. He explained that it is a fantastic video and contains a testimonial by the owner regarding the students who come to her as interns because that is their chosen vocation.

A.Studebaker explained that soon under the Corporate Partners tab there will be S.Johnson's company's video and the K9 Kaos video. Right now only the Cramer Fabrics video is there and it was played for the Board members. She explained that small glitches are still being worked on. The Frequently Asked Questions (FAQ) page needs work from the student's perspective but businesses will be able to go there and get information. The Advisors page has photos of faculty advisors and business advisors with biographies for each, and there is a testimonial page.

A.Studebaker confirmed with A.O'Keefe that the forms used for getting started are on the website. She explained that A.O'Keefe will handle them when they are submitted by a business or a student. She stated a blog page will be updated frequently with student blogs once the website goes live. There is a blog page for corporate partners and right now it contains a story about Nathan Poland who is one of the advisors who has done work in the state with apprentice programs, and Angela Carter from Calypso also helped with blog content.

S.Johnson asked about the curriculums for each high school and A.Studebaker stated that each CTC has a list of programs on the website.



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C.Soutter suggested putting the programs available at each high school on one sheet so it is easy to find what school offers what program, and that will be incorporated onto the website.

Motion: A.Studebaker made a motion to launch the website as it is currently with future corrections as noted and needed. Seconded by S.Johnson. Vote: U/A

C.Soutter confirmed it would be effective today and the name of the website is www.BizEdConnect.com.

A.Studebaker stated she spoke with Jerry Turner at Foster's and a story will be in the newspaper on the education page soon and also in the business section in a few weeks.

S.Johnson stated this is the kind of thing that can be brought to businesses such as local dealerships to solicit members for automotive repair. He asked A.O'Keefe to coordinate with the contact for automotive repair to see if he can recommend some students who are ready to go before he speaks with the businesses.

A.Studebaker also suggested getting line cards printed up that mirror the website to hand out to businesses.

S.Johnson suggested that, since there is a marketing department at the CTC, if the Board funds the mailer, perhaps a postcard could be mailed out to businesses. He thought it would be a good experience for the students.

A.O'Keefe stated that she may have S.Johnson get together with Bethann Cancellieri from Dover High School to talk about it.

C.Soutter offered to ask the Somersworth marketing students to do a postcard.

A.Studebaker explained that for the line card she envisioned using the logo and would choose some photos off the website with information about the website, and print this double-sided.

D.Barufaldi suggested that anything printed be uniform with the website - same color, same logo.

S.Johnson asked that the Dover CTC marketing department target auto repair in conjunction with the Rochester and Somersworth marketing departments.

D.Barufaldi is in favor of accelerating efforts now that the website is done.

C.Soutter confirmed details of the line card and said she will have the Somersworth marketing students begin working on the line card.

D.Barufaldi thanked everyone for all their work on this project. He mentioned that NH Senate Bill 335 sponsored by David Watters and now co-sponsored by Senator Odell is still alive. It is the only tax exemption bill that is still alive. In a few weeks there should be a vote by both houses. He stated that the bill provides tax exemptions to businesses that



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contribute professional staff time or equipment or other valuable things to programs for regional educational vocational work. We are hopeful that it will incentivize some companies.

S.Johnson stated he thought that would be good information to include on a mailer.

There was discussion regarding the time it would take to produce the mailer and the possible passage of the Bill in a few weeks.

S.Johnson stated his hope is that he would have students in place for internships for summer vacation. A postcard could be used to give information about the Bill and direct businesses to the website.

A.O'Keefe suggested putting a summary about the Bill under Facts on the website and that someone could write a blog for the website if/when this Bill passes.

D.Barufaldi agreed to write the blog if/when the Bill passes.

Discussion ensued regarding the Bill and that it would be good for small businesses in particular, who wrote the Bill, and the advantage of having Senator Odell, the Chairman of the Ways and Means Committee, co-sponsor it.

C.Soutter asked who should receive a list of businesses to be put on the website.

A.Studebaker told her to send this to her and explained that the logo would be needed along with a picture of the contact person, testimonials, etc.

S.Johnson stated A.O'Keefe is the person who coordinates between departments for Dover and asked who that person would be in Somersworth and Rochester.

C.Soutter explained that there are interim people in Somersworth and there will be a shift again soon of who is in charge. She explained she has been doing everything herself.

S.Johnson asked who that person is in Rochester.

A.O'Keefe said it was Courtney Ritchings.

S.Johnson stated that there is a need for coordination at the schools.

5. Next Meeting: May 6, 2014

6. ADJOURN:

Motion: A.Studebaker made the motion to adjourn at 11:45 a.m. Seconded by S.Johnson. Vote: U/A