



CITY OF DOVER

BIZED CONNECT DBIDA SUBCOMMITTEE – MINUTES

Meeting Type: Regular Meeting
Meeting Location: Council Conference Room, City Hall
288 Central Avenue, Dover, NH 03820
Meeting Date: **Tuesday, October 7, 2014**
Meeting Time: **11:00 AM**

Members Present: Annette Studebaker (Co-Chair), Scott Johnson (Co-Chair), Sean Peschel, Dave Peck, Delilah Smith, Amanda LeLacheur, Karen Weston, Jeff Brown, Fran Meffen, Dan Barufaldi, Lori Lane, Christine Soutter, Jenn Marsh, Karen Pollard, and Courtney Ritchings.

K.Pollard and J.Marsh arrived at 11:10 AM.

1. Call to Order/ Introductions

Meeting convened by A. Studebaker at 11:06 AM.

2. Review and approval of previous meeting Minutes

Approval of previous meeting Minutes: Moved by Mayor Weston, seconded by S. Johnson U/A.

3. Review and prioritize next steps for the beginning school year

4. Set up 1,2 or 3 person task groups to handle and manage the selected and prioritized action plans for the year. These might include, but are not limited to:

A .Studebaker asked about work group progress.

D. Smith: Web site work group meeting is 10/27 will center on the Board. The first session will be at the CTC.

Rack cards were distributed, web site described by A. Studebaker.

Monthly meetings will be rescheduled. D. Smith organizing for student work groups.

S. Johnson: Updating the blog in Rochester & Somersworth

Somersworth will do the mailing. Students will design the note card that will be mailed to businesses.

A. Studebaker: Mailing to businesses in three communities. Each has a list of their community businesses. Groups to go out to businesses. Dover is targeting building and construction industries. Dover should target building and construction, this is not happening yet.

C. Soutter: The mailing: card and/or letter should mirror the web site and should get the goals and name out there.

Jeff; Questioned about publicity attempts: Chronicle a good venue. Fosters has covered us.



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- A. Studebaker: Students to do the work as an integral part of BizEd Connect philosophy.
- J. Brown: Son's experience as a DHS freshman. He would write an article on this.
- C. Ritchie can get this done at Rochester as well.
- K. Weston: Questioned about links to web sites of each City. A. LeLacheur confirmed them.
- D. Smith: New CTC web site Dec. 1st with full loop link.
- K. Weston: Cross City links to BizEd Connect needed.
- A. Studebaker: Explained BizEd Connect end game for a curriculum to be established with continuous annual upgrades to the web site and with students getting it done.
- D. Smith: Credit for student interns to liaison with BizEd Connect.
- A. Studebaker: how do we get 3 schools' students together to work on the web site?
- A. Lacheur: Target students with driver's licenses and timing available in their school day.
- A. Studebaker: trying to get a farm system of lower grade high school students for continuity.
- D. Smith/ F. Meffen: :Discussion of school white and green time blocks.
- S. Johnson: Suggested an after school approach.
- A. Studebaker: This presents a paid/ unpaid timing issue. Second topic discussed: Service Project for resources.
- F. Meffen: Discussed a feeder system from 8th grade using a Chamber grant.
- A. Studebaker::Meeting arranged for 4th Block Monday, 10/27.
- S. Peschel: What disciplines are we looking for?
- A. Studebaker explained the Canine Chaos situation in this regard.
- S. Johnson: Marketing discipline is OK, also programming experience.
- J. Brown: How long in the program? Over 3 years.
- A. Studebaker: Photos of Advisors needed: New ones for their web site.
- S. Johnson/A/ Studebaker/others: Getting a work group together with pizza.
- A. Studebaker: Work Assignment: Video for nursing homes. Need to highlight web site to businesses.
- K. Weston: Web site is professional grade; liked the competitive aspects of it but wishes to foster tri-city cooperation. The Tri-City Mayors are doing a cooperative OPEN MIKE session this Friday to get that concept publicity.
- S. Peschel: Agreed there was great synergy in our working together.
- A. Studebaker: Are Rochester and Somersworth willing to organize work groups as described above?
- YES.
- S. Johnson: Get a marketing student to attend.



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D. Smith: Interested in developing relationships between students and businesses and getting the business benefits explained and understood by the businesses.

A. Studebaker: There are key advisors in each program. Use the existing advisors and the economic development professionals for these meetings. Students and graduates of the program can also be valuable in describing their experiences.

C. Soutter: Went to three businesses. All want interns (Blue Dolphin Printing, Tradeport, Gaypack Medical, VELCRO. Tours being arranged or complete. Students excited. All moving forward with the program. Information being included in the Somersworth Monthly business letter.

S. Johnson: Put it on the BizEd Connect web site.

D. Peck: Is the web site working? YES.

Host firms not all in place yet. Not ready We need to complete the firms' vetting process. A vetting check list was distributed. A business tour is a must before students can be sent there. The economic development people in each city may know the business.

J. Brown: Suggested the increased use of social media in the program promotion. Agreed, but we must walk before we can run and get completion of those pieces we are already working on and are just getting traction in.

J. Brown: Understands. Doesn't want to overload the Board. Board suggested he volunteer to work in this area of social media. He didn't say NO.

C. Ritchie: Business primarily uses LinkedIn, Students favor Twitter. Others use Facebook.

D. Barufaldi: Suggest we focus on the uncompleted critically timed tasks we are currently trying to get off the ground.

S. Johnson: For local businesses, Facebook makes sense.

K. Weston: She prints out DOVER DOWNLOADS and puts on the wall of her store. She suggests using a poster for wall placement to reach the non-computer literate audience we are trying to reach.

A. Studebaker: Post Card mailing, Somersworth to handle. Poster, Rochester to handle.

K. Pollard: Personal ask is best when contacting a business.

S. Johnson/ A. Studebaker: Need collateral materials as well.

K. Pollard: Belknap County has a very successful Intern program.

D. Barufaldi: so do we and we're working it.

A. Studebaker: All done by students is the context.

K. pollard: Why should I do that?

A. Studebaker: Hers is what we are doing and why. Explanation of the benefits to student learning and confidence to having students do the program with professional help followed.



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C. Ritchings: 83 businesses approved by Rochester, 18 more in for DOL approvals. Manpower limitations at the state level is holding things up.

A. Studebaker: We want to expand our existing programs.

S. Johnson: Explained the Economic Development Rep benefit when making calls on a business.

K. Weston: Early training with no previously learned bad habits brings a fresh creative quality with new student employees.

A. Studebaker: Provided the Business vetting check list to be reviewed and edited.

A. Lacheur: It is a good working document for what is being looked at.

A. Studebaker: expresses concerns about the business reaction to the sex offender registry requirement indicating her business wouldn't do that.

C. Ritchie: Re DOL requirements: One-on-one with a DOL person works best. Rochester has DOL approvals in place. No background checks are required due to the cost and privacy issues. Question arose re whether worker's comp binders are required. She believes only the DOL form needs to be inspected and a safety summary form is required along with the tax ID number of the firm and the total number of employees listed. Different responses from the DOL have been experienced by those around the table.

A. Studebaker: What does the business need to know? Form on file. DOL decision.

K. Weston: She thinks worker's comp is required.

5. Other – Next Meeting November 4, 2014

Next BizEd Connect Committee meeting is November 4, 2014 at 11:00AM Location to be announced.

6. ADJOURN

Motion to adjourn by S. Johnson; seconded by K. Weston. U/A.