

## MINUTES

Fiscal Policy Advisory Committee  
March 21, 2016 / 4:30-6:00 PM  
2<sup>nd</sup> Floor Conference Room/City Hall

**In Attendance:** Chairman – Keith Nyhan; City Councilors – Mark Coen, Fred Keach; Mayor James Bouley; City Staff – Tom Aspell, City Manager; Brian LeBrun, Deputy City Manager-Finance; Carlos Baia – Deputy City Manager Development, Katie Graff, Assistant Finance Director; Bob McManus, OMB Director; Buxton Company Representatives - Denis Maher and Eric Brown.

**Excused:** City Councilors Candace Bouchard, Dan St. Hilaire, and Amanda Grady Sexton.

- 1) Approval of February 18, 2016 Meeting Minutes:** Chairman Nyhan called the meeting to order at 4:35 PM and requested a motion to approve the minutes of the February 18, 2016 meeting. **Councilor Coen moved to accept the minutes, seconded by Councilor Keach. The minutes were unanimously approved.**
- 2) Presentation by the Buxton Company:** Dennis Maher and Eric Brown of the Buxton Company presented their company's analytics information, how consumers spend their money, and how the company can help the City of Concord attract the type of retail businesses that can be successful in Concord and would be compatible with the spending habits of the people in the greater Concord area.

Committee members had a number of questions about Buxton's analytics solution:

Councilor Nyhan asked if this was a marketing plan for Concord and how Buxton would market Concord to retailers. Buxton responded that they will put Concord on the map and attract the retailers' interest with the analytics information that they have available and who would be a good fit. They take a proactive approach.

Councilor Coen asked if a company like Buxton replaces the development arm of private companies. Buxton does not replace the development departments of companies; it works in conjunction with them.

Councilor Nyhan asked why Buxton's analytics is better than its competitors. Buxton brought the model to the market, they bring support to clients, they have marketing applications, they are a retail matching company, they are not a data company, and nobody else has a platform like theirs that allows for the analytics information on an ongoing basis.

Deputy City Manager LeBrun asked if Buxton coordinated introductions and meetings with prospective companies/developers at trade shows. That is exactly what Buxton does and they offer meeting space that looks a lot like an Apple store setup.

City Manager Aspell asked if they offer solutions for vacant office space and tourism. Buxton offers solutions for tourism since their analytics information is highly specific. However, their information is based on behavior, not static surveys. They are not an office space locator and it is not an area of specialty for them; however, they do have a lot of information to offer.

Mayor Bouley asked them to discuss their experience in Rochester NH. Buxton worked with the Rochester Economic Developer to bring in the Lowes retail development site, Phase I, and are now looking at Phase II. Their economic developer is very aggressive and their data has evolved over time.

Councilor Keach asked what happens if Rochester and Concord are vying for competing companies/developers. Buxton works with adjacent communities all the time and their information is based on a trade area and can help validate why a company is a good fit for Concord.

Chairman Nyhan asked what if retail is not what Concord needs, what if the data shows that Concord needs more manufacturing or other types of businesses. Buxton focuses on retail gaps and the right fit, usually strategic or master plans help identify where other types of needs are.

Mayor Bouley asked if surrounded by many retail options to the north and south that provide many options, how does Buxton identify who will be a good fit for Concord. Buxton will get into more depth about the types of concepts or categories of stores that will work well in Concord. They focus on the best concepts for certain areas in the community, like the downtown, Heights, etc.

Mayor Bouley asked what the length of the contract would be. Typically a three year contract and about \$50,000 per year. Buxton has about a 90% renewal rate for long term partnerships.

**3) Proposed FY 2017 Budget Finance Committee Schedule:** The committee discussed the proposed schedule and made the following revisions:

- a. ~~April 29~~ May 6 – Budget Delivery to Councilors
- b. ~~May 16~~ May 12 (Thursday) – Budget Overview & Review Meeting Schedule  
Discussion of Significant Changes
- c. May 16 (Monday) – Revenue Review, Administration, Police, Fire
- d. May 21 (Saturday) – Review all Other Departments
- e. May 23 (Monday) – Move Committee Work Session to May 26<sup>th</sup>
- f. May 26 (Thursday) – Hold Committee Work Session and Move Public Hearing/Budget Adoption to June 2<sup>nd</sup>
- g. June 2 (Thursday) – Public Hearing/Budget Adoption

A revised schedule will be presented to the City Council at the April Council meeting for consideration.

- 4) **Adjournment:** A motion was made by Councilor Keach to adjourn, seconded by Councilor Coen. A unanimous vote brought the meeting to an end at 5:25 PM.
- 5) **Non-meeting under RSA 91-A:2, I(b), Consultation with legal Counsel:** The committee went into a non-meeting for consultation with legal counsel at 5:25 pm.

Respectfully submitted,

Brian LeBrun  
Deputy City Manager – Finance