

**MINUTES**  
**SELECT BOARD**  
**TOWN OF PETERBOROUGH**  
Tuesday, March 15th, 2022 – 5:00 PM  
1 Grove Street, Peterborough, New Hampshire

**Present:** Tyler Ward, Bill Taylor, Bill Kennedy

**Also Present:** Nicole MacStay, Lilli Gilligan, Seth MacLean, Ed Walker, Scott Guinard

Budget Committee Members: Carl Mabbs-Zeno, Al Lenos, James Long, Ron McIntire, Rick Lesser, Rich Clark, Don Parkhurst, Mandy Sliver, Bob Lambert

Ali Kreutz took minutes remotely.

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*This meeting was broadcast live on Ustream, YouTube, and Comcast Channel 22 and was recorded for posterity.*

Chair Ward opened the meeting at 5:00 PM.

*PUBLIC HEARING - To Consider Amendments to §146 Financial Policies, §165 Purchasing, §194 Treasurer Duties and Responsibilities, §195 Vehicles and Traffic, and §166 Recreation Facilities Rules and Regulations of the Code of the Town of Peterborough*

Ms. MacStay said many of the policies are out of date, and in some cases don't reflect current operating procedure. References to management of federally funded projects needed to be added, and purchasing policy hadn't been changed since 2006. Vehicle and Traffic amendments account for new electric vehicle (EV) charging stations, and Recreation Rules and Regulations amendments include increased fee for non-resident parking at Cunningham Pond as well as new rental opportunity to store kayaks or paddle boards at Cunningham Pond.

Mr. Kennedy asked if there was a limit for non-resident Cunningham Pond stickers, and Ms. MacStay confirmed.

Mr. Kennedy asked if they sold out, and Ms. MacStay confirmed, and said there was currently a waiting list. Mr. Taylor added that they sold out last year as well, even after increasing the number of available non-resident spots. He said Recreation works really hard to make sure folks can be accommodated.

Mr. Kennedy asked about the increase from \$100 to \$1,500 under Part D in the Financials and asked if it was because it was so out of date.

Ms. MacStay confirmed.

Mrs. Gilligan added that was the result of state law, and \$1,500 includes checks as well as cash. She said Finance goes to the bank every day.

Mr. Kennedy and Chair Ward were both in favor of consistent gender neutrality being implemented during Code Book amendments.

Chair Ward thanked Ms. MacStay for making all the needed changes.

Chair Ward asked for public input and questions.

DPW Director Seth MacLean said the new language for the electric vehicle (EV) charging stations was reviewed by the Peterborough Energy Committee, and they recommended a change of \$1.50 hourly rate with no escalating charges for idle time. He proposed an amendment to accept their recommendation.

Chair Ward asked if there would be a towing policy.

Mr. MacLean said the more typical way to deal with abuse of charging stations would be implementation of escalating rates, but, as there was not any data yet for Peterborough, it made sense to gather data at the suggested rate of \$1.50 hourly and then make any needed changes.

*Motion:* Mr. Kennedy made a motion to adopt the amendment to §195 Vehicles and Traffic of the Code of the Town of Peterborough recommended by Mr. MacLean on behalf of the Peterborough Energy Committee.

*Vote:* Chair Ward seconded. All in favor. Motion carried.

*Motion:* Chair Ward made a motion to adopt the remaining amendments to §146 Financial Policies, §165 Purchasing, §194 Treasurer Duties and Responsibilities, §195 Vehicles and Traffic, and §166 Recreation Facilities Rules and Regulations of the Code of the Town of Peterborough, with the modifications discussed.

*Vote:* Mr. Taylor seconded. All in favor. Motion carried.

Mr. Kennedy commended Mr. MacLean for all the work he had done relating to the new EV charging stations.

#### *Elderly Exemption Follow-Up*

Chair Ward said there had been some questions surrounding Elderly Exemption amounts following the revaluation, with people wanting to know if added relief was possible.

Ms. MacStay said Assessor Marybeth Walker reviewed Peterborough's current amounts and income and asset limitations, but it would ultimately be up the Select Board if they wanted to do anything pertaining to the Elderly Exemption at Town Meeting.

Mr. Kennedy said Peterborough was in the top 10%-20% (of New Hampshire towns) when it came to exemption amounts offered. He asked if there was any way to know how many people may no longer qualify and would drop off.

Ms. MacStay said there were currently 35 properties with the exemption, and Assessing Clerk Ali Kreutz felt there may be a "handful" that were close to dropping off. An increase in the thresholds could be considered.

Mr. Taylor said Peterborough was "really fair" in their exemptions, especially compared to other towns, and Ms. Walker had recommended leaving things where they were.

Ms. MacStay confirmed.

Mr. Taylor said there was also the option for elderly homeowners to take Elderly Deferral, in which a lien would be put on the property, to be paid off when then property was eventually transferred.

Ms. MacStay confirmed, and added it needed to be applied for annually, and there was a limit on the total amount that could be deferred.

From the audience, Carol Nelson asked why it was being discussed again.

Chair Ward said it was a continuance of the earlier conversation about exemptions.

Ms. Nelson asked if affected homeowners were aware of the (elderly deferral) lien mentioned.

Ms. MacStay confirmed, and said the homeowners would have to apply for it specifically.

#### *Proposed Legislation of Concern*

Ms. MacStay said SB249 would prevent municipalities from regulating short-term rentals, which many communities, especially tourist-heavy ones, are very opposed to.

Mr. Kennedy said he's a proponent of local control and so was opposed to SB249.

Mr. Taylor agreed.

Chair Ward asked if there was any public comment.

Ms. Nelson asked when it would be voted on.

Mr. Kennedy said he believed it would be voted on this week.

Mr. Taylor said he notified the Board of Realtors about his opposition, and they are also opposed, but he wondered if it was too late to issue anything on behalf of the Select Board.

Ms. MacStay said it was already passed by the Senate and is going to the House.

*Motion:* Chair Ward made a motion for the Select Board to formally join the list of municipal governments that were opposed to SB249.

*Vote:* Mr. Kennedy seconded. All in favor. Motion carried.

Mr. Kennedy said he had heard a rumor that the Governor was “stepping back” from his recent comments about the Meals & Rooms Tax (in which he suggested a suspension of the tax to encourage tourism). Ms. MacStay said she “certainly hoped so.”

Mr. Kennedy asked if it should be broached with our State Senator, who had been a proponent of towns getting more funds from the Meals & Rooms Tax.

Ms. MacStay said that was why the topic was on the agenda, and she could draft a letter to Senator Ricciardi. The Select Board was in favor of Ms. MacStay drafting a letter.

Ms. Nelson asked if Senator Ricciardi had spoken about the Meals & Rooms Tax when she had attended a Select Board meeting, and Chair Ward confirmed.

*Motion:* Mr. Taylor made a motion to call recess at 5:32 PM.

*Vote:* Mr. Kennedy seconded. All in favor. Motion carried.

### **Joint Select Board & Budget Committee Meeting**

Select Board Chair Tyler Ward opened the Joint Select Board and Budget Committee Meeting at 6:00 PM, and introduced the present members of the Budget Committee: Budget Committee Chair Carl Mabbs-Zeno, Al Lenos, James Long, Ron McIntire, Rick Lesser, Rich Clark, Don Parkhurst, Mandy Sliver, and Bob Lambert.

#### *Warrant Review and Votes to Recommend*

Ms. MacStay explained that the goal is for the Select Board and the Budget Committee to vote on whether they recommend each of the warrant articles going forward at Town Meeting. First was Article 3, Budget for FY2023. Ms. MacStay noted there were two changes made, the first stemming from a request to move purchase of a police cruiser to this fiscal year, that would result in a reduction of the police budget for FY23, and the second was an increase in the budget in the amount of \$63,000 to account for first year's bond payment for Public Works Facility Bond.

Mr. Kennedy asked was the current increase in the Budget was over last year.

Mrs. Gilligan said there wasn't an increase – it's now negative \$20,000.

#### *BUDGET FOR FISCAL YEAR 2023 – \$13,691,283*

To see if the Town will vote to raise and appropriate the sum of Thirteen Million, Six Hundred Ninety-One Thousand, Two Hundred Eighty-Three Dollars (\$13,691,283) for the support of General Municipal, Water, and Wastewater Operations. This represents the fiscal year 2023 budget period, July 1, 2022 to June 30, 2023. This article does not include appropriations in special or individual articles addressed separately.

#### *Vote to Recommend BUDGET FOR FISCAL YEAR 2023 – \$13,691,283*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Mr. Lesser asked Chief Guinard if a cruiser would be sold following the purchase of the new cruiser, and where the proceeds would be seen.

Chief Guinard confirmed an older cruiser would be sold, and said it would show up in the revenue account.

Ms. MacStay added it would be included in offsetting revenue, and would be taken into account when it comes time to set the tax rate.

Next concerned the establishment of Municipal Facility Expendable Trust Fund - \$350,082.19:

To see if the Town will authorize the establishment of an Expendable Trust Fund (pursuant to RSA 31:19-a) to be known as the "Municipal Facilities Campus Expendable Trust Fund" for the purpose of retaining funds for the designing, engineering and construction of a municipal facilities campus off of Elm Street and to designate the Select Board as agents to expend; and further, to raise and appropriate the sum of Three Hundred and Fifty Thousand Eighty Two Dollars (\$350,082) to be placed in this new Municipal Facilities Campus Expendable Trust Fund, per the Acceptance of Unanticipated Moneys pursuant to RSA 31:95b of Local Fiscal Recovery Funds from the State of New Hampshire under the American Rescue Plan Act of 2021 accepted by the Selectmen on August 3, 2021 to be used for this purpose.

Ms. MacStay said these were previously accepted Federal ARPA Funds, and uses for the moneys was very limited, but they could be used for the Municipal Campus.

Ms. Sliver asked if there was a time limit for use of the ARPA Funds. Ms. MacStay said she did not believe there was.

*Vote to Recommend MUNICIPAL FACILITY EXPENDABLE TRUST FUND - \$350,082.19*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Pay-As-You-Throw Special Revenue Fund - \$112,000

To see if the town will vote to raise and appropriate the sum of One Hundred Twelve Thousand Dollars (\$112,000) for the purpose of operating and maintaining the Town's Pay-As-You-Throw program, with said funds to come from Pay-As-You-Throw Special Revenue Fund and no additional funds to be raised through taxation.

*Vote to Recommend PAY-AS-YOU-THROW SPECIAL REVENUE FUND - \$112,000*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Capital Reserve and Expendable Trust Funds – \$353,100

To see if the Town will vote to raise and appropriate the sum of Three Hundred Fifty Three Thousand, One Hundred Dollars (\$353,100) to be placed in the following previously established capital reserve and expendable trust funds:

- Fifteen Thousand Dollars (\$15,000) to be placed in the GIS Capital Reserve Fund
- Eighteen Thousand One Hundred Dollars (\$18,100) to be placed in the Police Department Fleet Management Capital Reserve Fund
- One Hundred Thousand Dollars (\$100,000) Fire Department Apparatus and Equipment Capital Reserve Fund
- Five Thousand Dollars (\$5,000) to be placed in the Winter Operations Expendable Trust Fund
- One Hundred Fifty Thousand Dollars (\$150,000) to be placed in the Fleet Management Capital Reserve Fund
- Sixty-Five Thousand Dollars (\$65,000) to be placed in the Recreation Department Equipment Capital Reserve Fund

*Vote to Recommend CAPITAL RESERVE AND EXPENDABLE TRUST FUNDS – \$353,100*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Ms. MacStay said the Roadway System Upgrades Capital Reserve Fund was on year six of the ten-year program.

## Article 6. Roadway System Upgrades Capital Reserve Fund – \$400,000

To see if the town will vote to raise and appropriate the sum of Four Hundred Thousand Dollars (\$400,000) to be placed in the previously established Roadway System Upgrades Capital Reserve Fund.

Chair Ward said it had been discussed at length and was a well-loved program.

*Vote to Recommend ROADWAY SYSTEM UPGRADES CAPITAL RESERVE FUND – \$400,000*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Next was Transfer from Cemetery Fund – \$3,000:

To see if the Town will vote to raise and appropriate the sum of **Three Thousand Dollars (\$3,000)** to be added to the previously established Cemetery Expendable Trust Fund, and further, to transfer said amount from the Cemetery Trustee's checking account to the Cemetery Expendable Trust Fund. This amount is funded 100% by the sale of deeds for burial lots.

*Vote to Recommend TRANSFER FROM CEMETERY FUND – \$3,000*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Sewer Capital Reserve Fund – \$75,000

To see if the Town will vote to raise and appropriate the sum of Seventy Five Thousand Dollars (\$75,000) to be placed in the following previously established Sewer Capital Reserve Fund. This amount is funded 100% funded by Sewer Fees.

*Vote to Recommend SEWER CAPITAL RESERVE FUND – \$75,000*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Mr. Lenos asked how much was currently in the fund.

Ms. MacStay answered that it was \$164,225.97.

*Vote to Approve Joint Select Board/ Budget Committee Meeting Minutes of February 8th, 2022*

*Motion:* Chair Ward made a motion to approve the Select Board Minutes of February 8th, 2022.

*Vote:* Mr. Kennedy seconded. All in favor. Motion carried.

Regarding the Discontinue Fund article, Ms. MacStay explained that the relevant Capital Reserve Fund is no longer being utilized, and the remaining balance would be moved to the General Fund.

To see if the Town will vote to discontinue the following Capital Reserve Fund with said funds accumulated interest to date of withdrawal, to be transferred to the municipality's general fund:

- Fire Department Fleet Management Capital Reserve Fund, date of establishment 5/13/2014, with an approximate balance of Thirty One Dollars and Twenty Five cents (\$31.25)

*Vote to Recommend DISCONTINUE FUND*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Ms. MacStay said there was some unfortunate news received earlier today involving the bond for the Municipal Campus. Last week, notice was received that the New Hampshire Municipal Bond Bank was accepting pre-applications for their July Bond Sale. The pre-application process was started so that the interest rate could be locked down, with the knowledge that the application could be easily pulled if the bond was not approved at Town Meeting. As part of the application, there was a calculation about the debt limit – the general funded debt of any given New Hampshire town cannot exceed 3% of the town's total valuation – and it was discovered that the \$23 million Municipal Campus bond and the \$2.5 million Highway Garage

bond, when added to total bonds outstanding, would exceed the debt limit for Peterborough by almost \$5 million: “We need to pump the breaks on this project.”

The debt information and calculations were displayed on the projector.

Ms. MacStay continued that, in lieu of the original bond, the Select Board and Budget Committee are asked to recommend a \$2 million article at Town Meeting that would allow for architect, engineering, and final design of the Fire and Ambulance Facility to be handled as a three-phase project, starting with most critical needs first. It would cost more in the long run but potentially would allow the Town to build the facility in a way that is more manageable.

She presented two variations of the article: The first is a direct raise of \$2 million, which would have a tax impact of \$2.32 per \$1000 of assessed value, so, for example, a \$300,000 property would be impacted by an additional \$696.00. The second option would be a ten-year bond with level principal that would have a 31-cent impact on the tax rate, so the same \$300,000 property would see an impact of \$93.00.

Mr. Clark asked if the \$2 million was just for soft costs.

Mrs. MacStay said it was for design, engineering, permitting, and everything needed to get final design in front of voters.

Chief Walker said the \$2 million would be coming off of the gross cost (\$23 million) of the project, and it was important to remember that the needs of PFR are unique to the organization, which serves many other communities in addition to Peterborough and covers 75 square miles. Comparing the stations of other towns to Peterborough’s design is not an accurate way to determine what’s actually needed programmatically. He said the Library’s soft costs four years ago were \$1.4 million, so \$2 million is “not unreasonable.” He acknowledged it will probably be the biggest project to be undertaken by the town, but years of hard work have gone into it, and it’s becoming “troubling” to PFR staff to feel like the perception is that they are asking for “wants and not needs” and very few people have taken advantage of the tours, information, and explanations offered by PFR.

Ms. Sliver said she appreciates Fire & Rescue, and thinks the question of the amount of money is the primary concern, and “the State of New Hampshire is telling us we can’t afford that number.” She said, doing it in phases will cost more money over time, and “we would be maxing out our credit limit as a town over the next 10-15 years” which makes her “really nervous.”

Ms. MacStay said the \$2 million is a lot, but would a plan to address the immediate needs of the service, “which are absolutely dire.” She said it was a complicated build, and “we need somewhere to start with.”

Mr. Taylor said, though it was a devastating blow to the project, it could end up being a good thing as it would create an opportunity for an actual plan that we could start working on obtaining funding for from State and Federal sources, and “take a way closer look at it.”

Mr. Long said, “if we’re pumping the breaks” why aren’t we looking at all three projects (PFR Station, Community Center, and Police Station) as one major project.

Mr. Taylor said this could be an opportunity to do that.

Ms. MacStay said there are a few months until the Community Center study comes back, and it is still only user fee supported, but site work would be included.

Budget Committee Chair Carl Mabbs-Zeno said he felt the \$2 million was reasonable “for where we are” but said he had the same concerns as Ms. Sliver about the Town’s debt capacity.

Mr. Lenos asked if there was a sense of how long it would take for “real construction” to begin and if any programmatic changes were projected.

Chief Walker said the programmatic needs were the same, but it was now about how to address the challenges one small piece at a time, rather than all at one. He said typically construction was about two years out following approval, so now we’re potentially looking at 2025 or 2026.

Ms. Sliver asked if there were complications expected now that the Bond Hearing had passed.

Ms. MacStay said she still needed to talk to Bond Counsel, and if they were opposed, the \$2 million would come off of the warrant.

Ms. Sliver asked what the repercussions of that would be: "Would we be at a complete stand still for a year?"

Ms. MacStay confirmed, but said there were a lot of different ways of approaching the problem.

Mr. Lesser asked if the \$2 million would be considered phase one, and asked what the other phases would look like.

Ms. MacStay said it was still very conceptual, but the first phase would be to address the most immediate needs of the Ambulance service.

Mr. Kennedy asked about the level of commitment to the current programmatic study.

Chief Walker said there may be opportunities for some small changes, but in order to continue the program and support the safety and well-being of the staff, the same needs should be addressed.

Mr. Taylor said the needs were the same as they were before, but now the focus should be on how to pay for it.

Mr. Lesser asked if there was any idea of what could be raised through private, federal, and state fundraising.

Ms. MacStay said there are no state funds currently, but we'd be looking to FEMA or a Community Impact Grant through Congress. There's a bill that's been proposed, but our efforts would be on lobbying.

Mr. Taylor said, "It's an outside-the-box moment."

Mr. Lesser asked if getting outside funds for the project was "just wishful thinking."

Ms. MacStay said she didn't think so, and there are other towns that are in the same boat, so Peterborough could join forces with other communities. "There are things we can do."

There was a discussion about realistic timeline for construction considering the various steps that needed to be taken first.

Chair Ward asked for any public comment.

From the audience, Joseph Cox asked why Peterborough was paying for project by itself, when the Ambulance Service serves multiple communities.

Ms. MacStay answered that, because there isn't a multi-municipal district that can be used to pay for the project, the host community has to pay for it. However, the other communities are billed out for facility cost and maintenance costs, so they would be billed a portion of the total cost.

Mr. Cox asked if the other communities would be willing to support their portion of the bond, and if they had been asked that question.

Mr. Taylor clarified that the \$23 million was not merely for the Ambulance Service facility, for also for the Fire Station and site work.

Chief Walker further explained how allocated costs are built into what other communities are charged for Ambulance service, and said those costs have yet to be determined for the new design.

From the audience, Peter LaRoche asked if the \$2 million would include designs for new Police Station on the site as well.

Ms. MacStay answered that it was just for the Fire Station.

John Hampson, who has been in the Fire Service since 1978, said he was "really grateful" for the thoughtful discussion happening and appreciated that everyone appears to be ready and willing to figure out solutions.

Carol Nelson asked why the detail about the debt limit was just discovered, when the \$23 million bond was discussed two weeks ago.

Ms. MacStay said that calculations had not been started yet, and it was not known prior to starting the process where exactly things stood.

Ms. Nelson asked if projections had been made for DPW Facility and Police Station, and asked how and when they were expected to get done if the credit has been maxed out.

Ms. MacStay answered that what was why the phased approach was being considered. She said the plan was always for the Police Department to be done in phases, and the aim was for the DPW project to get started this year.

Ms. Nelson asked if 5-, 10-, and 15-year projections had been made.

Ms. MacStay said CIP does projections.

Ms. Nelson asked, if the \$2 million was approved, does that “shoehorn us into agreeing to a \$23 million project?”

Mr. Taylor said “no, it’s the opposite.”

Ms. Nelson said even a member of the Municipal Campus Task Force recognized in a past meeting that the cost was high, so it isn’t just the public and Budget Committee that aren’t in favor of the cost.

Chief Walker said the majority of Task Force members voted to move the project forward despite the cost, and there was extended debate and discussion.

Loretta Laurenitis said she was confused about the Ambulance Service, which she thought was supposed to be self-supporting.

Chief Walker said the Ambulance Service builds a budget based on costs of servicing Peterborough and the other communities, and then the Transfer Service side of things. Originally, insurance billing was enough to cover Peterborough’s share of the costs, but now less is being collected in reimbursements, so that surplus is no longer there to cover the costs. He briefly explained the formula used in calculating each community’s share of the service.

Mr. Cox said “if we got rid of the net zero, it would probably save \$1 million.”

Ms. MacStay said the amount included originally was \$800,000, but the \$23 million bond was no longer moving forward.

Mr. Lambert asked, since the Ambulance Service would potentially be addressed by the first phase, would the Fire Department still be based out of the current “piece of junk” building, and if there were concerns about the living arrangements for them.

Chief Walker explained that there are no firefighters that are assigned to sleep or live at that building, but the Ambulance staff is.

Mr. Lenos asked if Ms. MacStay needed to check with counsel before a recommendation could be made about updated language for the bond.

Ms. MacStay said she needed the Board and Committee to provide preferred direction and vote to support, and then she’ll go to counsel afterward to see if it will work for bonding. If it can’t be approved, it will be pulled off the Warrant.

Chair Mabbs-Zeno said he recommended the bonded option as opposed to the direct taxation option, which would be a “shock” to taxpayers.

Ms. Laurenitis asked if the direct raise through taxation would require a 2/3rds vote.

Ms. MacStay said it would require simple majority to pass.

*Motion:* Budget Committee Chair Mabbs-Zeno made a motion to recommend the revised Municipal Campus article version with the bonding of \$2 million.

*Budget Committee Vote:* Six in favor. Two abstentions. One opposed. Motion carried.



*Motion:* Chair Ward made a motion to recommend the revised Municipal Campus article version with the bonding of \$2 million.

*Select Board Vote:* All in favor. Motion carried.

Next was the Ambulance Service Revolving Fund

To see if the town will vote to raise and appropriate the sum of Three Hundred Twenty-Eight Thousand, Seven Hundred Thirty-Eight Dollars (\$328,738) to be placed in the Ambulance Service Revolving Fund. This amount represents the Town of Peterborough's share of the cost to operate the 911 Emergency Response Ambulance Service for calendar year 2022.

*Vote to Recommend AMBULANCE SERVICE REVOLVING FUND*

Budget Committee: All in favor, none opposed.

Select Board: All in favor, none opposed.

Ms. MacStay said there wasn't any need for the Budget Committee to vote to recommend the Community Power Plan, as no monies were involved:

To see if the Town will vote to adopt the Peterborough Community Power Plan pursuant to RSA 53-E:7, which authorizes the Select Board to develop and implement Peterborough Community Power as described therein.

*Vote to Recommend COMMUNITY POWER PLAN:*

Select Board: All in favor, none opposed.

The last article - Economic Development Authority Support - was submitted by petition:

To see if the Town will vote to raise and appropriate the sum of Thirty-One Thousand Dollars (\$31,000) for the purpose of a contractual service to support the Economic Development Authority in their efforts to promote business retention and new business development. By Petition.

Ms. Nelson said in 2017 at Town Meeting, \$70,000 was raised for this purpose, and she didn't know that there was adequate evidence that the money was well spent or brought more people to Town, so she couldn't support raising \$31,000 for the same purpose.

Mr. Kennedy spoke in favor of the article. He said a sustainable marketing practice was needed and identified back then, and the money raised as a result of that Town Meeting vote was used to create the PeterboroughWorks website and multi-media advertising and was under the authorization of the EDA. He said the \$31,000 is primarily to sustain the Town's social media presence. He said the "feedback we get is soft," and it was hard to know what the impact was specifically, but there is anecdotal evidence of people coming to Peterborough based on what they had seen on social media.

Mr. Lambert said he could see people visiting, but didn't see how it would lead to people staying in Peterborough on a permanent basis.

Mr. Lenos asked if salaries were included in the requested amount.

Mr. Kennedy said Drum has done much of the work.

Ms. MacStay added that it's contracted work.

Mr. Lesser asked if the majority of the \$31,000 would go to Drum.

Mr. Kennedy said yes, over two years.

Ms. Nelson said that Peterborough pays the Chamber of Commerce for promotion purposes, and the EDA's goals were outdated. She said it had been discussed in EDA meetings that "we have a talent and skill set in town that could take this over."

Ms. MacStay agreed that there were staff members with relevant skill sets.

Ms. Nelson said the work would need to go out to bid, so Drum wasn't guaranteed to get it.

Mr. Kennedy said there was town staff that had talent, but felt that was “unsustainable.”

Ms. Laurenitis said the Town already has a Facebook page and website, and asked what this would add to that.

Mr. Kennedy said the website and Facebook page are used by local populations, and the marketing would be done nationally to a larger, targeted audience.

Ms. Laurenitis asked if that could be incorporated into what’s already being done at the Town level.

Mr. Kennedy said he wasn’t sure if the Town had “the cycles” to maintain the work.

Ms. MacStay said the Town invested in a regional promotion by the Chamber of Commerce, which is ongoing, and the Town has never looked for staff specifically to do this work, so there wasn’t an ad budget per-se, but the Select Board wished, that could be done.

Mr. Lesser said the article should be amended to reflect the amount was for two years.

Ms. MacStay said that the wording could not be modified, as the language was what the petitioners signed on to. The petitioners could amend it on the floor.

Mr. Lesser said he would abstain from the vote to recommend, as he was hoping that the language would be changed to reflect duration on the contract.

Mr. Kennedy said it was unfortunate the EDA didn’t have the opportunity to present it, but it will be discussed at Deliberative Session.

*Vote to Recommend Article 15. Economic Development Authority Support – \$31,000 – By Petition*

Budget Committee: Two in favor. Four opposed. Three abstentions.

Select Board: One in favor. Two opposed.

There was a discussion about the best option for the petitioners presenting the Petition article.

*Motion:* Mr. Kennedy made a motion for the Economic Development Authority Support – \$31,000 – By Petition Article to be presented at Open Session.

None seconded. Motion failed.

Chair Ward said he thought it should be on the ballot, and Deliberative Session would allow for an opportunity for it to be presented.

*Motion:* Chair Ward made a motion to for the Economic Development Authority Support – \$31,000 – By Petition Article to be presented at Open Session.

*Vote:* Mr. Taylor seconded. Mr. Kennedy was opposed. Motion carried.

Ms. MacStay said all articles with the exception of the Municipal Campus Bond and the Ambulance Service Funding would be moved to the ballot.

Ms. Sliver asked, if the Bond Counsel did not agree with the changes to the Municipal Campus Bond Article, what would happen?

Ms. MacStay said it would have to be pulled off the warrant – “It will put us back a year.”

Chair Ward thanked everyone for coming and engaging in the “difficult discussions.”

*Motion:* Mr. Kennedy made a motion to adjourn at 7:39 PM.

*Vote:* Chair Ward seconded. All in favor. Motion carried.

Respectfully Submitted,  
Alison Kreutz, Assistant to the Town Administrator

PETERBOROUGH  
SELECT BOARD:

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Tyler Ward



\_\_\_\_\_  
Bill Taylor



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William Kennedy

