



Master Plan Steering Committee

AGENDA

Tuesday, April 1, 2025

6:00 PM

**City Hall,
2nd Floor Council Chambers**

- I. Call to Order and Roll Call
- II. Adoption of Meeting Minutes – March 4, 2025
- III. Transportation Planning in Southwest NH: J.B. Mack, Assistant Director of Southwest Region Planning Commission, will provide an overview of recent transportation planning initiatives including the region’s [long-range transportation plan](#), [corridor planning](#), [transit planning](#), and [rail trail planning](#).
- IV. Flourishing Environment Pillar Recommendations: Eighth grade students from Keene Middle School will present their recommendations for the “Flourishing Environment” pillar of the Keene Master Plan.
- V. Future Land Use Map Discussion and Activity
- VI. Next Steps:
 - a. Community Survey & Story Map
 - b. Future Land Use Map
 - c. Prioritization Survey
 - d. June 3 Future Summit, 5:00 PM, Heberton Hall
- VII. New Business
- VIII. Next Meeting: Tuesday, May 6, 6:00 PM

**City of Keene
New Hampshire**

**MASTER PLAN STEERING COMMITTEE
MEETING MINUTES**

Tuesday, March 4, 2025

6:00 PM

**Council Chambers,
City Hall**

Members Present:

Harold Farrington, Chair
Alex Henkel, Vice Chair
Cody Morrison
Alexander Von Plinsky, IV
Kenneth Kost, Alternate (Voting)
Councilor Catherine Workman, Alternate (Voting)
Councilor Philip Jones, Alternate (Voting)

Staff Present:

Mari Brunner, Senior Planner
Paul Andrus, Community Development
Director
Andy Bohannon, Deputy City Manager

Members Not Present:

Councilor Michael Remy
Leatrice Oram
Joshua Meehan
Elizabeth Wood
Emily Lavigne-Bernier
Dr. Joseph Perras
Joe Walier
Juliana Bergeron
Mayor Jay V. Kahn, Alternate

I. Call to Order and Roll Call

Chair Farrington called the meeting to order at 6:07 PM.

Guests were present on MS Teams: Heather Branigin (Future IQ), Leslie Gray (JS&A), and Courtney Powell (WGI).

II. Minutes of the Previous Meeting – February 4, 2025

A motion by Vice Chair Jones to adopt the February 4, 2025, minutes was duly seconded by Mr. Von Plinsky. The motion carried unanimously.

III. Presentation:

A) Magnify Monadnock: Recruiting and Retaining a Modern Workforce – Julie Schaelzel, the Director of Regional Marketing for the Greater Monadnock

25 **Collaborative, will discuss trends affecting the region’s workforce. The**
26 **mission of Magnify Monadnock is to foster economic vitality throughout the**
27 **Monadnock Region by attracting the next generation of students, residents**
28 **and workers who seek meaningful careers, strong communities, and an**
29 **extraordinary quality of life.**
30

31 Chair Farrington welcomed Julie Schoelzel, Director of Regional Marketing for the Greater
32 Monadnock Collaborative (GMC) Regional Chamber of Commerce, to discuss the “Magnifying
33 Monadnock” official division of the GMC. This initiative promoting the Monadnock Region
34 began with an EDA (Economic Development Administration) Grant as a one-time project within
35 the GMC. Now, Magnify Monadnock has been fully incorporated within the GMC as an
36 initiative into the future. The mission of Magnify Monadnock is to recruit and retain a modern
37 workforce. At this time in Cheshire County (within a 35-mile radius of Keene, via Indeed.com):

- 38 ■ Open positions:
 - 39 ○ 1,000+ healthcare jobs
 - 40 ■ 130+ open positions at Cheshire Medical Center (CMC), 81 nursing
 - 41 positions alone.
 - 42 ○ 400+ education jobs (125 at SAU 29, ~ 20 full-time teachers)
 - 43 ○ 300+ manufacturing jobs
 - 44 ■ Often one job post is for many positions
 - 45 ○ 1,700+ jobs just in healthcare, education, and manufacturing
 - 46 ○ 6,000+ jobs available within a 35-mile radius of Keene (was 4,000 one month
 - 47 prior)
- 48 ■ Cheshire County Employment Security Stats ([NHES](#))
 - 49 ○ Unemployment rate in December 2024: 2.7%
 - 50 ■ 1,045 people were looking for work, which Ms. Schoelzel said was not
 - 51 enough people to fill the open jobs in the community.

52
53 Next, Ms. Schoelzel reviewed age demographics, noting that 35% of Cheshire County’s
54 workforce would retire in the upcoming 8–10 years (comparable regionally, though probably a
55 little worse). Over the past 10 years, K–12 enrollment had been in serious decline, as much as
56 25% in some districts; so, there would not be enough young people to replenish the local
57 workforce. As a State, NH had 6,600 more deaths than births for the past three years and the
58 State’s population was aging. So, the GMC used the tagline: “*We’re sitting on a demographic*
59 *time bomb*,” coined by Jamie Trowbridge, CEO/President of Yankee Publishing and Committee
60 Chair of GMC, who spearheaded Magnify Monadnock for a decade.

61
62 With Covid funding, the Chamber was able to hire Ms. Schoelzel and a marketing firm to launch
63 this initiative intended to help diffuse the demographic time bomb. She said the Chamber saw
64 two key elements to building a thriving workforce: (1) to grow and retain local talent and (2) to
65 attract new talent from outside the region.

- 66 ■ Phase 1: Turn Weekenders into Workers
 - 67 ○ Create a regional brand:

- 68 ▪ “*New Hampshire’s Monadnock Region: Within Thriving Distance*”
- 69 • Modern, dynamic, fall colors, and visually represents the region
- 70 (i.e., mountain and lake).
- 71 • Signifies energy and opportunity.
- 72 • Within two hours the life you want to have.
- 73 ○ For example, a photo of someone on the T in Boston and a
- 74 beautiful road in the Monadnock Region that says, “Why
- 75 take the T when you could thrive? You’re within thriving
- 76 distance.” Countless other examples.
- 77 ○ The brand in action:
- 78 ▪ Launched www.monadnocknh.com in January 2023, which Ms. Schoelzel
- 79 encouraged everyone to use as a great resource that tells the story of the
- 80 region.
- 81 ▪ Focused on four pillars: Visit Here, Live Here, Learn Here, Work Here.
- 82 ▪ Interactive map of the region: skiing, lakes, kids’ activities, rail trails,
- 83 mountain biking, colleges, arts and culture, and more.
- 84 ▪ Fun ways to search based on interests.
- 85 ▪ Themed landing pages per season.

86

87 Next, Ms. Schoelzel showed samples of ads the GMC had run to date, emphasizing that the

88 region is a great getaway within four hours’ driving distance of major destinations including

89 Canada, breweries, arts and entertainment, amazing views, trails, and more. For example, she

90 showed a customized page listing all nearby breweries and trails that was successful. She shared

91 coasters the GMC created that were distributed in breweries with codes patrons could scan to

92 sign-up for the GMC’s e-mail to stay in-touch.

93

94 Ms. Schoelzel discussed why tourism is important for the Monadnock Region. The GMC works

95 closely with the NH Department of Business and Economic Affairs (BEA). In 2023, every dollar

96 the BEA spent on tourism marketing generated a return of \$17.00. This money goes to NH

97 restaurants, hotels, and shops. So, Ms. Schoelzel said it is really important for the economy. The

98 BEA gave the GMC a tool to see that there was \$11 million more spent in tourism dollars in the

99 region in 2023 vs. 2022, largely as a result of the GMC’s work with the State to bring people

100 here who had never heard of this region before. In 2023, the Meals and Lodging Tax brought

101 \$448 million into the NH budget. Ms. Schoelzel noted that the NH budget is unique, so every

102 dollar is important, and she said this was a smart way to bring in dollars that would not tax

103 residents. That was the reason for focusing on tourism.

104

105 Ms. Schoelzel shared copies of the Thrive Guide, which the GMC was using to cross-message

106 this great quality of life and ability to work. The GMC published this magazine with Yankee and

107 distributed it through welcome centers, airports, in Boston, and local hotels and restaurants. The

108 Thrive Guide includes all the places to eat and hike, and is a great reference for anyone who does

109 not know the area. It includes stories of businesses doing innovative things, which she suggested

110 that local companies should advertise more like in other states (e.g., NY).

111 To effectively advertise the region, Ms. Schoelzel also recommended working with
112 influencers—individuals with many followers on social media. For example, she showed a reel
113 (video) from an influencer that was viewed 1.5 million times. Others had gone viral, and one was
114 shared by the United States Department of Tourism. These posts generate comments by their
115 followers that are like, “I went to College in Keene. It is awesome.” She said it is a natural way
116 to highlight what is here without it being like an ad. They had been successful. She had worked
117 with many influencers who were talented photographers, which was helpful (despite added cost)
118 because she could use those photos in perpetuity.

119

120 Next, Ms. Schoelzel shared some success stories of the GMC:

- 121 ▪ Consistent growth per season in total spending (2022 vs. 2023 and 2023 vs. 2024) since
122 launching.
- 123 ▪ Confirmed hotel bookings as a result of influencer campaigns (an entire hotel booked for
124 a writing retreat and then promoted to their 10,000 members).
- 125 ▪ CMC, RiverMead, MilliporeSigma, and Monadnock Community Hospital all use the
126 Magnify Monadnock materials to help with recruiting.
- 127 ▪ Support for Events: Increased attendance at Peak into Peterborough, Keene Ice Festival
128 (many hotels sold out early February), The Thing in the Spring (Keene) music festival,
129 and Taste of Keene.
- 130 ▪ Press: Yankee, AAA Magazine featuring Taste of Keene, Thrillist featuring Peterborough
131 and many more with help of the State, booked Radically Rural Director on Pathways to
132 Rural Prosperity Podcast.
- 133 ▪ Recognized by BEA as “Collaborator of the Year.”

134

135 As an example, Ms. Schoelzel described the case of the Nashoba Valley Medical Center
136 (NVMC; western, MA), which closed August 2024, leaving 490 people without jobs:

- 137 ▪ 34 miles from Monadnock Community Hospital (MCH) in Peterborough, which had
138 more than 80 open positions at the time of this meeting.
- 139 ▪ Due to working with the same marketing Agency and because the NVMC workers would
140 not have to relocate, in August 2024, MCH and GMC partnered on a geo-targeted job
141 advertising campaign in the northern area surrounding NVMC.
 - 142 ○ The campaign sent 6,000 people to the careers page.
 - 143 ○ For the two months this campaign ran, there were 35% more applications
144 submitted than were submitted in all of 2023.
 - 145 ○ Month 1 of the campaign: applications increased by 65% compared to the
146 previous month.
 - 147 ○ Month 2 of the campaign: applications increased by 60% compared to the month
148 before the campaign started.

149

150 Ms. Schoelzel continued, describing Phase 2:

- 151 ▪ Tourism:
 - 152 ○ Cheshire County Grant:

- 153 ▪ Awarded to the GMC for the Promoting Monadnock Region Initiative.
154 This funding will be used on marketing tourism for the region.
 - 155 • Current Grant award: \$75,000 (match requirement: \$75,000)
- 156 ▪ Used for tourism-focused marketing, for opportunistic marketing, and for
157 launch of potential new pillar: “Build Here.”
 - 158 • Ms. Schoelzel’s said her goal in 2025 was for the “Build Here”
159 Pillar to potentially support housing, whether building or
160 renovation. She would like to build a webpage to support the
161 ongoing housing needs. She cited the regional housing targets of
162 1,873 by 2025 and 4,659 by 2040.
- 163 ▪ Opportunity:
 - 164 ○ Norther Border Regional Commission (NBRC) Grant:
 - 165 ▪ A two year highly targeted (ages 16–29) marketing campaign for
166 manufacturing, healthcare, and education opportunities as well as world
167 class outdoor recreation and cultural offerings that make this a great area
168 for young adults.
 - 169 • Current Grant award: \$290,190 (match requirement: \$58,038)
 - 170 ▪ \$240,000 to put toward marketing agency/marketing campaigns,
171 (including a Regional Career Fair focused on opportunities available for
172 college-bound and career-bound high school grads).
 - 173 ▪ \$10,000 to put toward field trips for K–12 to visit local employers,
174 including manufacturers.
 - 175 ▪ \$5,000 to host professional workshops:
 - 176 • Middle and high school guidance counselors to hear from the
177 Cheshire Career Center, regional colleges, and employers.
 - 178 • Parents of middle and high school students for information on
179 options beyond just college.
 - 180 • Events for college students to meet local employers.

181
182 Ms. Schoelzel described the Monadnock Region’s customers:

- 183 ▪ College-bound:
 - 184 ○ 62% of high school seniors in the United States enroll in college ([NCES](#)).
 - 185 ○ The Monadnock Region is home to four higher education institutions, bringing
186 roughly 4,000 students to the area. All these institutions feed the workforce
187 pipeline, which the GMC is trying to promote.
 - 188 ○ The NBRC Grant would fund advertising featuring the Monadnock Region as a
189 great place to study, access rewarding paid internships, and to then start a
190 successful career. All advertising would target a mix of audiences: kids, parents,
191 guidance counselors.
 - 192 ○ Target area: New England and New York (in 2020, 56% of New Hampshire high
193 school graduates seeking four-year degrees left the state for their education, the
194 second highest percentage in the country; [NHFPI](#)).
- 195 ▪ Not attending college:

- 196 ○ 38% of high school graduates will not attend college ([NCES](#)). Of the 62% that do
197 attend college, 32% of them drop out (www.educationdata.org).
- 198 ○ Ms. Schoelzel wanted to reach this group of people with marketing that
199 emphasizes the exciting opportunities that lie ahead for them in this region. They
200 deserve the same enthusiasm in advertising as kids going to college.
 - 201 ■ The GMC was testing an “Incentives” webpage, which would show
202 different companies that help pay for their workers’ educations to advance
203 their careers.
- 204 ○ The NBRC Grant would fund advertising featuring the many ways the businesses
205 of the Monadnock Region offer pathways of prosperity for these groups,
206 including the possibility of enrolling in college school at a significantly reduced
207 cost.
- 208 ○ All advertising will target a mix of audiences: kids, parents, guidance counselors.
 - 209 ■ There is substantial information targeting parents that can be
210 overwhelming, for example, and Ms. Schoelzel would like to streamline it
211 for them.

212
213 Ms. Schoelzel provided the example of Maine, which she said was growing quickly with young
214 people. She said one smart thing Maine did was create Live + Work in Maine, including a
215 Student Loan Repayment Program. She said they promote that anyone who moves there could
216 receive up to \$2,500 back per year as a refundable tax credit for up to 10 years (\$25,000 over
217 one’s lifetime). Ms. Schoelzel thought NH could do something better because the State does not
218 have income tax, so she said it would be a better deal without paperwork. She then demonstrated
219 how the GMC created a widget on its website to help users compare how much someone could
220 save with an average annual salary in different states. She presented it to high schoolers who
221 were blown away by it and had never thought about the savings on income tax. Ms. Schoelzel
222 closed her presentation with a reminder of all the wonderful things there are for young people to
223 do in the Monadnock Region, including the natural scenery.

224
225 Chair Farrington thanked Ms. Schoelzel for the educational presentation. The Chair asked if
226 there was a limiting factor for the GMC; was it money? Ms. Schoelzel said yes, money. She said
227 the Chamber was in the process of re-evaluating its structure, which would require planning. The
228 GMC was working with memberships, donors, and grants. Having come from the for-profit
229 sector, she said this had been more of a challenge to determine what to spend on marketing for
230 the next year. Still, she had been working with a solid grant matching program for tourism
231 dollars from the State of NH that had been helpful. She said the GMC had been taking advantage
232 of everything possible, but money had been the biggest hurdle. Chair Farrington asked if anyone
233 had adopted a business model using the GMC’s materials to attract X number of employees and
234 then compensate the GMC in some way. Ms. Schoelzel said the GMC would be open to
235 something like that but would need to determine how to align it with the Chamber’s membership
236 supporting the initiative.

237

238 Chair Farrington noted that the GMC was doing more regional vs. widespread marketing. One of
239 the things the Steering Committee had been talking about was Keene being prepared for and
240 perhaps trying to attract climate refugees from the southern states, for example. Ms. Schoelzel
241 said the GMC had not done any paid advertising outside of New England, Montreal, or New
242 York but she did think it was a viable option. NH was gaining a lot of residents from CA at this
243 time, for example. So, she said it was a real angle to consider, though she said it could be bleak
244 to focus on climate change, so she and Chair Farrington agreed it would be key to have an angle
245 to make it attractive.

246

247 Mr. Morrison commented off-mic. He wondered how flexible the program and region would be
248 to large closures or layoffs, citing the recent large-scale layoffs of Federal workers as an
249 example. He wondered how the region and community were ready to capitalize on those
250 opportunities. Ms. Schoelzel said she did not have an agency on contract at this time, but she felt
251 like she was close; she was near to signing one, but it was impacted by the Federal funding
252 pause. She does not create the ads herself; she had worked with a few different local agencies
253 who had been great.

254

255 Mr. Kost congratulated Ms. Schoelzel on all of the impressive things the GMC had going on. Mr.
256 Kost noted how much the Steering Committee talked about housing. He heard Ms. Schoelzel talk
257 about good investments to get tourists, manufacturing, or job applicants here. Mr. Kost was
258 unsure enough was being done to attract the developer community, who were building a lot on
259 the Seacoast, for example. He found it interesting that there were 6,000 people living in the
260 Monadnock Region applying for jobs, but we would still be attracting people from states outside
261 New England where they might be losing their jobs. He wondered how the Chamber could
262 campaign to show developers that there are a lot of places to build here and there might be local
263 incentives the City could offer. Thousands of people need houses and there are all of these jobs
264 available, so he said developers should come build here.

265

266 Ms. Schoelzel agreed with Mr. Kost, stating that the GMC wanted to add “Build Here” as its
267 next pillar in addition to Live Here, Visit Here, Learn Here, and Work Here. She was in the
268 process of engaging with Mr. Morrison to talk about developing the Build Here webpage for the
269 GMC to make it easy for a developer to reach the appropriate people and processes with the City
270 of Keene. Ms. Schoelzel hoped for scalability, stating that a developer could have a central hub
271 in Keene, for example, and spread their work across the 34 towns in the Monadnock Region vs.
272 not being able to do much in one small town. She said a late-summer launch of the Build Here
273 pillar would be realistic.

274

275 Mr. Kost asked—when the GMC advertised these campaigns to attract people for all these open
276 jobs—why local employers were reporting that they could not fill the positions; was it housing?
277 Ms. Schoelzel said yes, always housing. Mr. Kost and Ms. Schoelzel agreed that housing was
278 critical. Ms. Schoelzel said that was why with the next round of funding she would be focused on
279 young people and college because it buys time if they are on campus or can commute. She said it
280 is important to be thoughtful about the needs of employers and she thought the NVMC case

281 really proved that. She also talked about those opportunities to collect (non-personal) data on
282 commuters (e.g., Greenfield, MA) to run more targeted ads. Ideally, there would be a hybrid
283 model long-term of tourism to get people here but also regional and local efforts.
284

285 Community Development Director, Paul Andrus, noted that he had just moved to Keene from a
286 different region of the United States. He had also worked in this field in a region that was hard
287 pressed for housing. He thought Ms. Schoelzel's idea to build the Build Here pillar as a regional
288 approach was interesting and more powerful because there would be different assets in different
289 communities, with different types of housing possible geographically. In Keene, for example, he
290 spoke about many potential infill opportunities, which would be a particular scale or range of
291 product (i.e., denser) that might be for certain aspects of the population the City is trying to
292 recruit. Other areas might be more suitable for single-family homes. Mr. Andrus said that the
293 City's senior management had just met and discussed economic development in general and this
294 topic came up. He thought this idea of recruiting and finding markets for people that would want
295 to come here to find work would be something the City would be interested in partnering on as
296 Ms. Schoelzel described it. He liked the idea of using data for people who are interested in this
297 region of the country.
298

299 Ms. Schoelzel agreed, noting that in the case of ME, for example, they were focusing on
300 recruiting people with ties to ME to start. She recommended that the Committee peruse the ME
301 example. Mr. Andrus added that the income widget on the GMC website was very interesting,
302 and he thought it would speak to people, helping to illuminate the differences between states.
303 Ms. Schoelzel agreed, recalling how vast the differences were when she moved from NY, for
304 example.
305

306 Mr. Morrison discussed when he works with businesses that are interested in relocating either
307 within or to this region. He said certain things could sometimes detract from communities, like a
308 school system, which could impact a livability score. He asked if the GMC could look into those
309 methodologies to work with school districts to improve those scores, for example. Ms. Schoelzel
310 said they were not at this time. She said she looked at it from a marketing perspective. She said
311 that NH is politically and economically diverse, which could be manipulated in the scores on
312 Zillow.com. When she tries to market the region, it is based on meeting a diverse mix of people
313 of all backgrounds and jobs. So, she said that with the next Thrive Guide, the GMC would
314 include profiles of younger kids to share their experiences as another angle of what is unique and
315 special about this region.
316

317 Councilor Workman complimented the excellent presentation. She referred to the Shared
318 Housing Model Initiative and noted her background in social services. She asked if the GMC had
319 thought about collaborating with groups to market through shared housing platforms and
320 working with higher education institutions, especially regarding healthcare and the aging
321 population. Councilor Workman had worked with a lot of in-home service agencies, and she
322 thought there would be a great way to market to the up-and-coming healthcare workers who may
323 want additional housing opportunities and aging people who need services; room-and-board in

324 exchange for personal care services. She asked where the 35-mile radius mentioned in the
325 presentation came from.

326
327 Ms. Schoelzel said the 35 miles came from her search on Indeed.com—the largest job search
328 website. To the Councilor’s first question, Ms. Schoelzel said that she was not actively working
329 with any of those groups, but she was aware of the work. Ms. Schoelzel explained one of her
330 ideas to develop a campaign around grandparents (i.e., the aging population) and to incentivize
331 grandchildren moving here as a shared housing initiative. She said younger people are looking to
332 start their lives differently than 30 years ago, more conscious of trying to avoid the debt they
333 have seen elder Millennials accumulate. Councilor Workman said that with her background in
334 social services, she knows the importance of having vetted, safe, and appropriate caregivers
335 coming into an aging person’s home; a lot goes into coordinating that. Ms. Schoelzel cited the
336 case of Singapore, which created a proximity grant for those who move close to their aging
337 parents. She thought of something similar for Keene’s accessory dwelling units. Ultimately, she
338 thought such ideas would help to get people here to fill jobs.

339
340 Councilor Jones asked about the Chamber’s broad representation of businesses in the
341 Monadnock Region. Ms. Schoelzel said that at this time, the GMC had more than 500 members
342 and was growing quickly, including businesses from more than 70 towns. From entrepreneurs to
343 companies of over 1,000 employees, a wide sector was represented. She said the GMC was
344 reevaluating how it works with those businesses to help meet their different needs (e.g., a store
345 on Main Street Keene vs. a factory) to support both tourism and local workforces. Refining how
346 the GMC serves the various sectors has become a top priority. Chair Farrington asked if there
347 were any sectors they had not reached yet. Ms. Schoelzel replied that the representation was vast.
348 However, she hoped to focus on more local food producers and farmers; she was unsure why
349 there was less representation.

350
351 Councilor Jones thanked Ms. Schoelzel for the great presentation, noting that a lot of marketing
352 could turn negatives into positives. For example, Councilor Jones cited how people would
353 complain that Keene does not have an airport, but he would spin it to say that Keene is
354 conveniently located within 90 minutes of airports in both Manchester, NH, and Hartford, CT; in
355 addition to four big mountains within 90 minutes and 10 mountains within two hours. All while
356 not paying touristy prices. Councilor Jones noted that unfortunately, Keene had a lot of empty
357 commercial spaces at this time (with more coming) and asked if the GMC had any plans/projects
358 to refill or repurpose such spaces. Ms. Schoelzel said part of the GMC’s Build Here pillar—once
359 initiated—could be an opportunity to advertise such conversions or renovations.

360
361 Chair Farrington thanked Ms. Schoelzel for presenting the GMC’s great work.

362
363 **IV. Update on Strategic Pillar Task Forces**

364

365 Due to technical difficulties, the presentation could not occur, and quorum was lost when Mr.
366 Morrison left the meeting at approximately 7:20 PM. The presentation and remainder of the
367 agenda was rescheduled for March 18 at 7:00 PM.

368

369 **V. Draft Outline for Strategic Pillar Chapter**

370 **VI. Next Steps:**

371 **A) Prioritization Survey**

372 **B) Future Land Use Map**

373 **C) Story Maps**

374 **D) June 3 Future Summit, 5:00 PM, Heberton Hall**

375 **VII. New Business**

376 **VIII. Next Meeting: Tuesday, April 1, 6:00 PM**

377 **A) April Agenda preview: Review of draft prioritization survey, overview and**
378 **feedback on the future land use map, update on youth engagement,**
379 **presentation from SWRPC regarding regional transportation issues.**

380 **IX. Adjournment**

381

382 Having lost quorum, Chair Farrington adjourned the meeting at approximately 7:20 PM.

383

384 Respectfully submitted by,

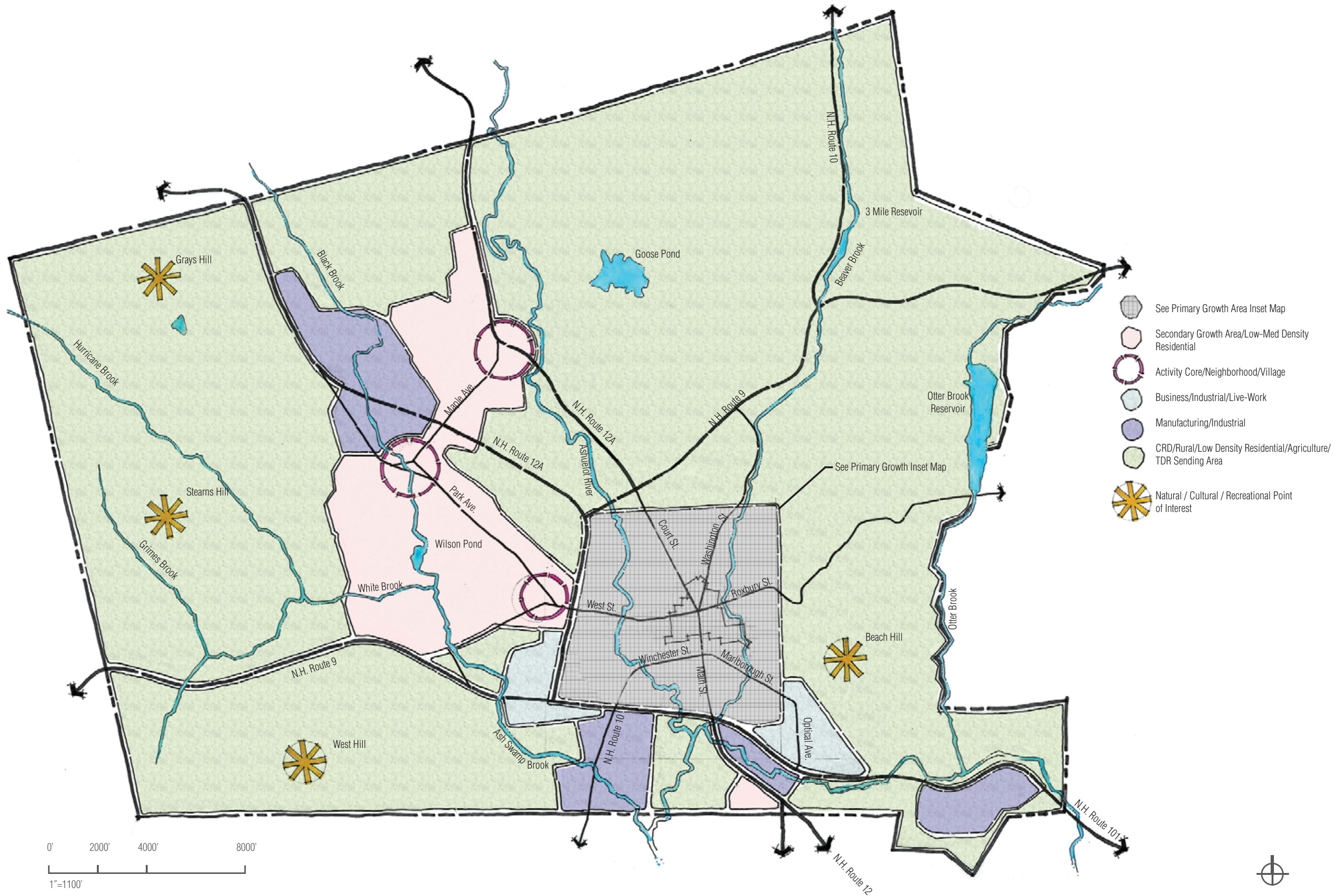
385 Katie Kibler, Minute Taker

386 March 10, 2025

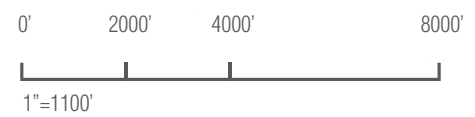
387

388 Reviewed and edited by,

389 Mari Brunner, Senior Planner



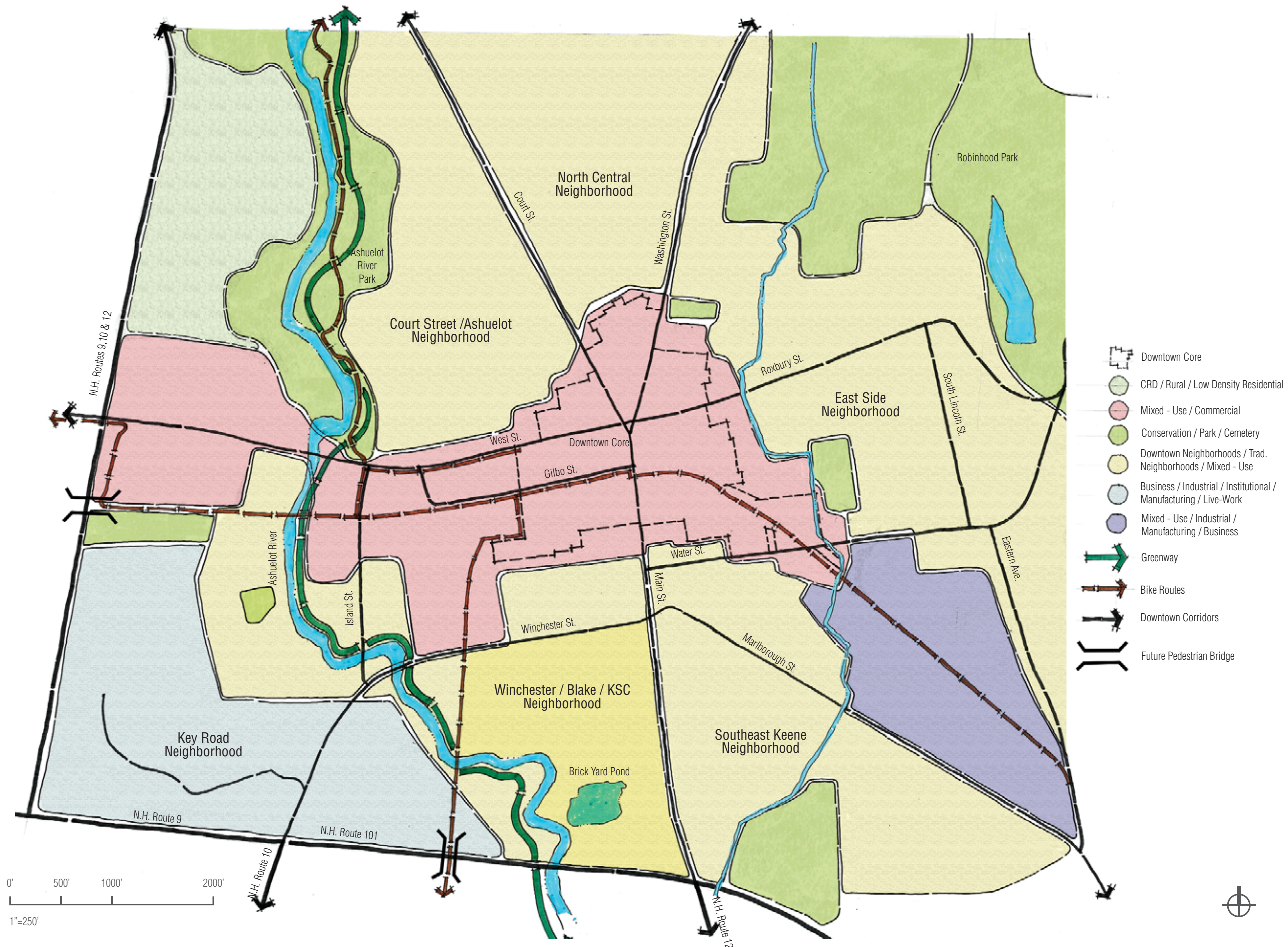
-  See Primary Growth Area Inset Map
-  Secondary Growth Area/Low-Med Density Residential
-  Activity Core/Neighborhood/Village
-  Business/Industrial/Live-Work
-  Manufacturing/Industrial
-  CRD/Rural/Low Density Residential/Agriculture/TDR Sending Area
-  Natural / Cultural / Recreational Point of Interest



FUTURE LAND USE MAP
City of Keene, NH

trim to 16 inches; fold at 8.5-inch width

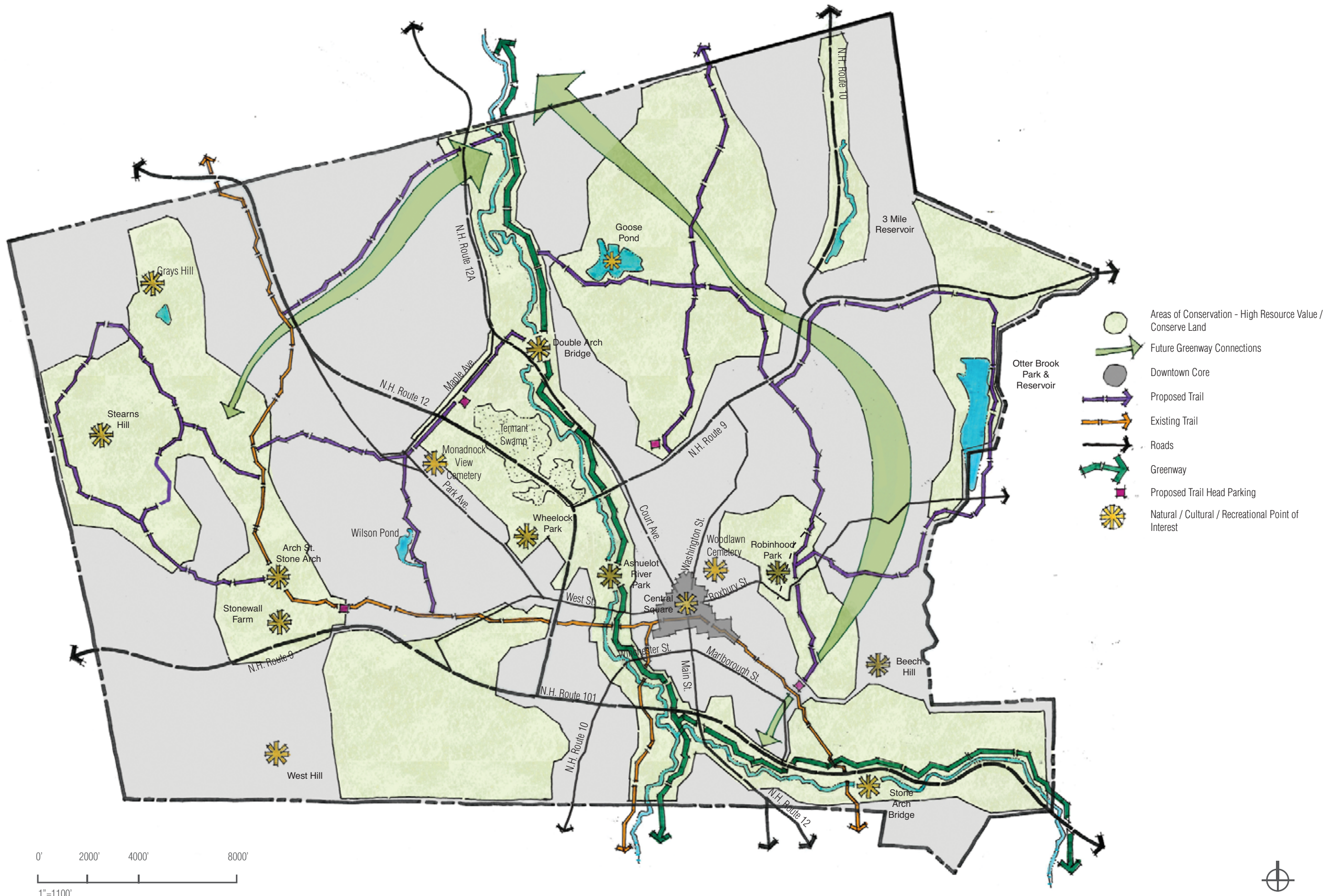




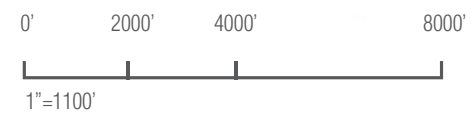
trim to 16 inches; fold at 8.5-inch width

PRIMARY GROWTH AREA INSET MAP

City of Keene, NH



-  Areas of Conservation - High Resource Value / Conserve Land
-  Future Greenway Connections
-  Downtown Core
-  Proposed Trail
-  Existing Trail
-  Roads
-  Greenway
-  Proposed Trail Head Parking
-  Natural / Cultural / Recreational Point of Interest



PROPOSED FUTURE TRAILS, GREENWAYS AND CONSERVATION AREAS

City of Keene, NH

trim to 16 inches; fold at 8.5-inch width

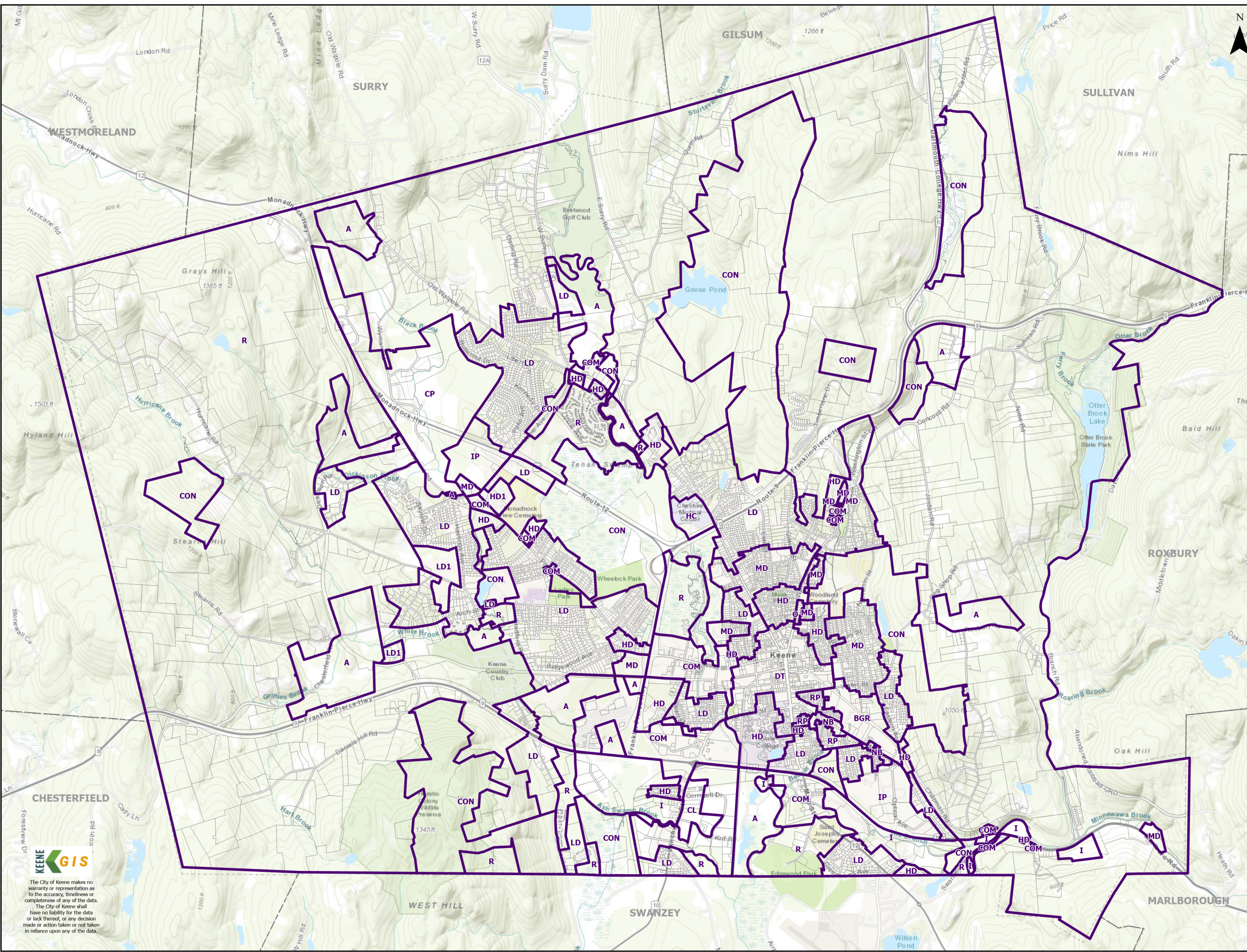
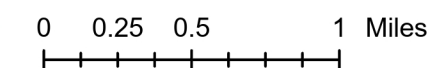
ZONING MAP



- Keene Tax Parcels
- New Hampshire Towns
- ZONING 2021

ABRV	Abbreviation
A	AGRICULTURE
BGR	BUSINESS GROWTH AND REDEVELOPMENT
CB	CENTRAL BUSINESS
CBL	CENTRAL BUSINESS LIMITED
CL	COMMERCE LIMITED
COM	COMMERCE
CON	CONSERVATION
CP	CORPORATE PARK
DT	DOWNTOWN
HC	HEALTH CARE
HD	HIGH DENSITY
HD1	HIGH DENSITY 1
I	INDUSTRIAL
IP	INDUSTRIAL PARK
LD	LOW DENSITY
LD1	LOW DENSITY 1
MD	MEDIUM DENSITY
NB	NEIGHBORHOOD BUSINESS
O	OFFICE
R	RURAL
RP	RESIDENTIAL PRESERVATION

Source:
City of Keene, GIS Data
GIS2 Database
Accessed: 3/24/2025



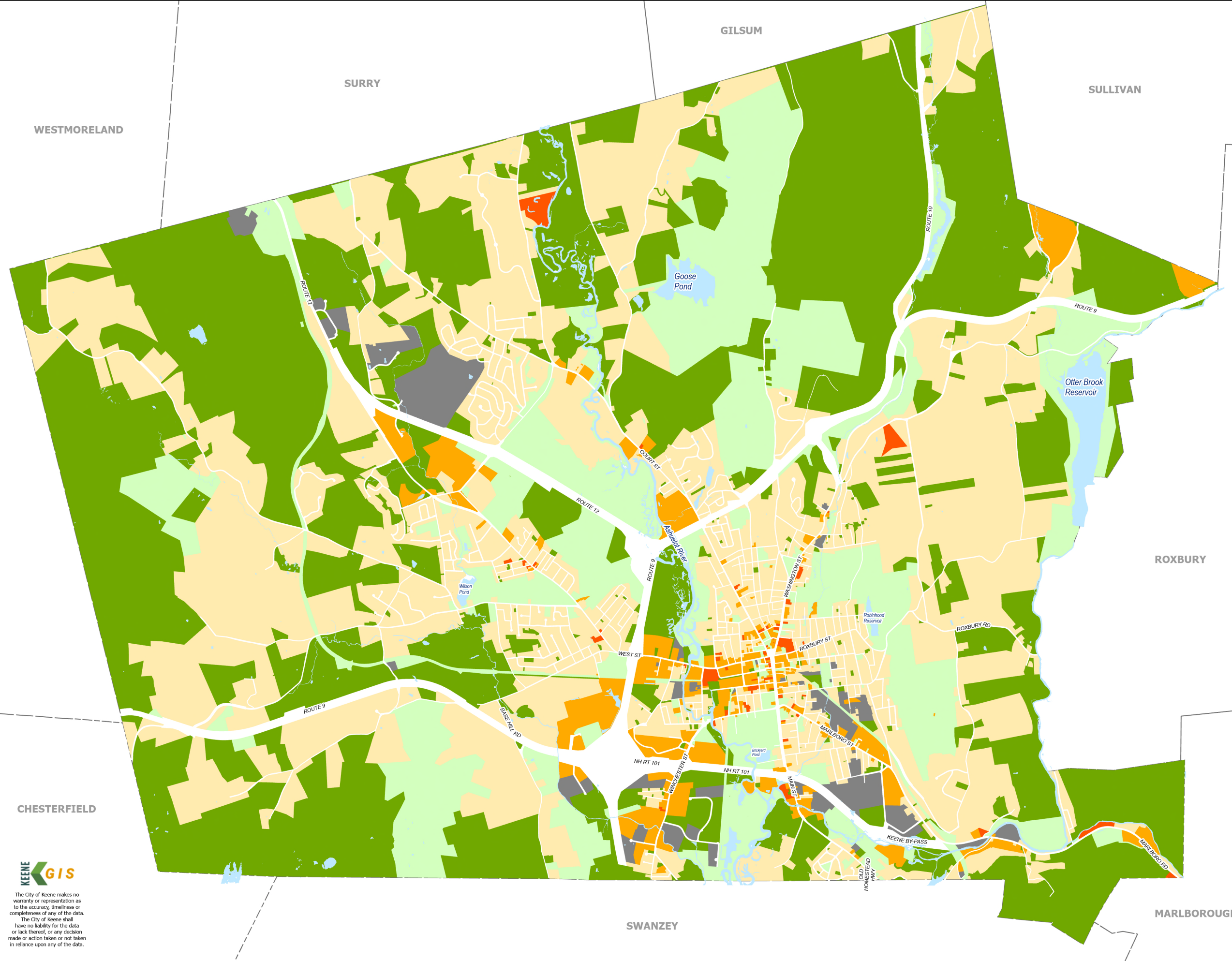
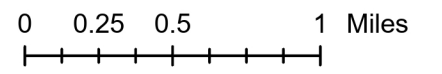
KEENE GIS
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CURRENT LANDUSE MAP



- New Hampshire Towns
- Surface Water
- Current Landuse Category
 - Residential/Apartments/Condos/Manufactured Housing
 - Mixed Use (Residential/Commercial)
 - Commercial
 - Industrial
 - Public Land or Building/Charitable/Exempt
 - Open Space Ag/Forest/Utility
 - Undefined

Source:
City of Keene, Assessing CAMA data
Accessed: 3/18/2025



WESTMORELAND

SURRY

GILSUM

SULLIVAN

ROXBURY

CHESTERFIELD

SWANZEY

MARLBOROUGH



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