

FINAL

**WEST LEBANON REVITALIZATION ADVISORY COMMITTEE  
MEETING MINUTES  
KILTON LIBRARY COMMUNITY ROOM OR  
Remote Via Virtual Platform  
LebanonNH.gov/Live  
May 19, 2025  
5:30 PM**

**MEMBERS PRESENT:** Emmett Frank, Dan Nash, Andrew Faunce

**MEMBERS ABSENT:** Kim Chewning, James Mashal, Erik Endrulat, Laurel Stavis

**STAFF PRESENT:** Nate Reichert (Director of Planning & Development)

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**1. CALL TO ORDER –** The meeting was called to order at 5:30 PM. It was noted that a quorum of the Committee was not presented and so no votes would be taken.

**2. APPROVAL OF MINUTES:**  
A. April 21, 2025

*The Committee tabled discussion of the minutes to a future meeting.*

**3. NEW BUSINESS**

- A. Presentation and Discussion with UNH Extension About Mainstreet Redevelopment Collaboration Opportunities in West Lebanon:
- Charlie French - UNH Extension - Team Leader
  - Sue Cagle - UNH Extension - Field Specialist, Community & Economic Development
  - Rebecca Levy - UNH Extension - Extension Field Specialist, Community Development Sullivan County

Sue Cagle and Rebecca Levy, UNH Extension, explained that the Community & Economic Development team works with communities on what factors they are dealing with that are creating challenges or barriers toward their goals. The work is customized on the needs of each community. There are a couple of programs that may be of interest to West Lebanon, such as Downtowns & Trails, which can be used to help identify connections between the downtown and nearby natural resources. There is also a program regarding business engagement which helps focus on existing downtown businesses and identifying their needs to be more successful. Another program, First Impressions, allows the team to work with the community to identify its assets and challenges in the downtown corridor and then determine which actionable items could be utilized.

Mr. Frank stated that the Committee could use some help in getting quick wins and maintaining momentum.

There was discussion regarding the language which could be used regarding the revitalization goals. Mr. Faunce noted that part of the goal is to create experiences and reasons for people to come and stay in West Lebanon. Ms. Cagle stated that creating theme language is important to use as an ongoing messaging system. The next stage would be action planning. It will be important to consider what makes West Lebanon unique to draw people in and make those who already live here excited to stay here.

There was a suggestion to use window art to entice business to the open storefronts and add vibrancy. This could be done using local students. A theme regarding West Lebanon could be chosen.

Mr. Reichert suggested a West Lebanon Restaurant Association which could work together on cross-promotional ideas.

The Committee agreed to continue to consider what it would like its role to be in this process and who else it could include moving forward.

#### **4. OTHER BUSINESS**

None at this time.

#### **5. ADJOURNMENT:**

*The meeting was adjourned at 7:08pm.*

Respectfully submitted,  
Kristan Patenaude  
Recording Secretary