

**Economic Development Committee
Meeting Minutes
Draft-6-16-2020**

Members or alternates present: BOS liaison Linda Murray, Bill Petersen, Carrie Duran, Robyn Masteller, Kathy Tetreault, Mary DeVries and Kathy Eaton

Members or alternates absent: BOS alternate Dave Bowers, Steve Durgan and Craig Gemmell

Staff present: Director of Planning and Development, Matt Sullivan and Recording Secretary, Amelia Capone-Muccio.

Guests: N/A

1. **Call to order:** Chair Kathy Eaton called the meeting to order as required for a virtual meeting she read the following:

Due to the COVID-19/Coronavirus crisis and in accordance with Governor Sununu's Emergency Order #12 pursuant to Executive Order #2020-04, this Committee is authorized to meet electronically.

Please note that there is no physical location to observe and listen contemporaneously to this meeting, which was authorized pursuant to the Governor's Emergency Order. However, in accordance with the Emergency Order, this is to confirm that we are:

- a) *Providing public access to the meeting by telephone, with additional access possibilities by video or other electronic means;*

*We are utilizing the GoToMeeting platform for this electronic meeting. All members of the Committee have the ability to communicate contemporaneously during this meeting through the GoToMeeting platform, and the public has access to contemporaneously listen and, if necessary, participate in this meeting through **dialing the following phone #+1 (646) 749-3112, then enter the access code: 870-687-373, or by video following the directions on the Town of Wolfeboro Website posted on the home page under the Virtual Town Meeting Login Information page.***

- b) *Providing public notice of the necessary information for accessing the meeting;*

We previously gave notice to the public of how to access the meeting using GoToMeeting, and instructions are provided on the Town of Wolfeboro website at wolfeboronh.us on the Virtual Town Meeting Login Information page.

- c) *Providing a mechanism for the public to alert the public body during the meeting if there are problems with access;*

If anybody has a problem accessing the meeting via phone or computer, please immediately call 603-391-8489 OR email planningdirector@wolfeboronh.us

- a) *Adjourning the meeting if the public is unable to access the meeting.*

In the event that the public is unable to access the meeting, we will adjourn the meeting and have it rescheduled at that time. Please note that all votes that are taken during this meeting shall be done by Roll Call vote.

e) Meeting Notes

Members of the Committee will be unmuted for the entirety of the meeting. Members of the public will be muted for the meeting with the exception of public comment portions or public hearings.

I'd like to start the meeting with a Roll Call attendance. When each member states their presence, also please state whether there is anyone in the room with you during this meeting, which is required under the Right-to-Know law.

2. Consideration of Minutes: 5/19/2020

Mr. Sullivan requested to table the minutes of 5/19/2020 to the next meeting.

It was moved by Bill Petersen and seconded by Robyn Mastellar to table the minutes of May 19, 2020 to the next meeting. Members voted, Kathy Tetreault-yes. Bill Petersen-yes, Carrie Duran-yes, Robyn Mastellar-yes, Mary DeVries-yes, Kathy Eaton-yes and Linda Murray-yes, the motion passed.

3. Old Business

a. Marketing sub-committee update

Marketing Committee Chair Carrie Duran said her committee has had two meetings and recommends advertising in the Yankee Magazine fall issue, the Granite State News and The Laker. The marketing Committee also discussed a new idea of a shuttle service for the employees and using some funds to support that idea.

Mary DeVries added the total EDC advertising budget is \$5,000.

Kathy Eaton requested that the shuttle service idea be discussed separately so she may step down and let Bill Petersen chair the meeting during that discussion.

It was moved by Carrie Duran and seconded by Mary DeVries to expend EDC advertising funds as follows; up to \$1,000 for the Granite State News, up to \$1,000 for the Laker, and up to \$600 for Yankee Magazine.

Mrs. Murray questioned if the \$500 is still allocated to Last Night Wolfeboro.

Ms. Eaton replied it is.

Mrs. DeVries stated they recommend the fall edition of Yankee Magazine in hopes of attracting people to Wolfeboro after the Covid-19 situation has decreased. They chose both local newspapers to encourage community members to continue to shop local vs. out of town since many of them have been doing that during the pandemic. She stated it is also an opportunity to let the local public know what is open for business now.

Mrs. Murray questioned about advertising on Social Media and noted it was supported by the Board of Selectmen.

Ms. Eaton replied that Ms. Duran would be working on Facebook.

Ms. Duran questioned if the town also has an Instagram account.

Mr. Sullivan replied no, not many municipalities do because it's a visual media, but feels the EDC could have one.

Ms. DeVries questioned if they should modify the budget to include Social Media.

Mr. Petersen replied he did not see the need to as the budget is allocated to advertising, which can be in print or social media.

Ms. DeVries questioned how they would pay social media invoices.

Mr. Sullivan replied they could discuss that more when the time comes since invoicing is not the mechanism for social media. He feels after they establish a presence on Social Media they could have a discussion on furthering that presence with paid ads.

The motion was amended to note advertising may include Social Media. Members voted, Kathy Tetreault-yes. Bill Petersen-yes, Carrie Duran-yes, Robyn Masteller-yes, Mary DeVries-yes, Kathy Eaton-yes and Linda Murray-yes, the motion passed.

4. New Business

a. Economic Development Master Plan Priorities

Ms. Eaton stated she sent out an email for everyone to review the Economic Development portion of the Master Plan and to let her know what each of their priorities are and the Committee provided their responses as follows:

- Linda M= 1.3, 3.8 and 6.1 including GALA
- Robyn M= 1.8, 6.1 including GALA and 7.9
- Kathy T= 4.1, 5.2, and 6.1
- Bill P= 1.9, 5.1 and 4.2
- Mary D= 7.4, 7.9 and 7.7
- Kathy E= 4.2, 4.1 and 1.8
- Dave M (via email) = 1.8, 5.2 and 3.6
- Carrie D= Workforce Housing, 1.9 and Bicycle Travel

b. Shuttle Service

Bill Petersen chaired this discussion due to a conflict of interest with Kathy Eaton as owner of Wolfeboro Trolley.

Mr. Petersen stated that the Marketing sub-committee wishes to present the idea of funding advertising for a shuttle service for employee parking and recommends designating up to \$1,000 of the advertising funds for such.

Mrs. Murray questioned clarity on the location, etc. of such program.

Mrs. DeVries stated that before a sub-committee meeting she had an idea to address a problem with downtown parking, which she says is even more limited due to the COVID-19 changes. She noted the Town of Wolfeboro went above and beyond to provide extra outdoor dining space and allot

parking for take-out food. However, that has reduced the number of parking spaces. Providing the employees of the downtown businesses the ability to shuttle to parking would help open up parking for more visitors to Wolfeboro. She noted they are now into June and she anticipates that the downtown will get busier since they have already seen signs of that now. She is not sure what the cost needed would be for advertising a shuttle but suggested allocating up to \$1,000 for it.

Ms. Eaton explained she estimates the cost to run a shuttle would be around \$25,000. Because of the economic impact of the Covid-19 pandemic, the Wolfeboro Trolley Company's plans to do this have been put on hold and all businesses who contracted to buy signs on the trolley to support the shuttle have been released from their contracts. She is unsure of how she will move forward with this project this year but recommends any funds allotted by the EDC for a shuttle be used towards advertisement and promotion of the service. She stated she currently has an agreement with the school district for the parking lot use and it is under her insurance policy.

Mrs. Murray stated that the Board of Selectmen was supportive of this idea to address the parking congestion and employee parking downtown. She stated the ability to pull it off at this late date is unknown, but does not see a problem with setting aside the funds to address it.

Mrs. DeVries noted that Wolfeboro Trolley Co. would be the only service at this time that has the capability of offering this service.

Ms. Masteller stated that currently the bank is closed to the public and her lot is full, meaning that there are people using the lot, which is not a problem now but will be when they open in few weeks. She feels as though there must be limited parking available already if they have people parking in their lot.

It was moved by Mary DeVries and seconded by Robyn Masteller to recommend expending up to \$1,000 for marketing a shuttle service in Wolfeboro, should it become available. Members voted; Robyn Masteller-yes, Linda Murray-yes, Kathy Tetreault-yes, Bill Petersen-yes, Carrie Duran-yes and Mary DeVries-yes, Kathy Eaton abstained. Motion passed.

5. Other Business

a. Beach Access

Ms. Eaton provided a brief overview of the two petition Warrant Articles regarding beach use, one limiting access to Albee Beach and the other limiting access to Carry Beach. She noted the Board of Selectmen has held some public hearings on this issue and it will be discussed again this Wednesday at the regular Selectmen's meeting.

Mrs. Murray stated the Board has held a public hearing but it has been continued, and at this point they are working on defining the word "resident" relative to Carry Beach. She feels they will have a resolution to the issue at this meeting.

Ms. Eaton asked members to review a letter she drafted for the EDC to consider sending to the Board of Selectmen regarding proposed beach ordinances, and edits to the letter suggested by Mary DeVries.

She also asked Mrs. Murray to provide clarity on why Brewster Beach is not included in this discussion.

Mrs. Murray replied that the Town leases Brewster Beach from Brewster Academy and that per the lease needs to remain open to the public; no restrictions can be placed on that beach without permission of Brewster. She stated they will be limiting the number of vehicles in the parking lot this year and no parking is allowed along the roadway. She stated that all the beach lots will be monitored for parking with beach attendants (there will be no life guards) and they will make updates on those lots every hour via Facebook. She stated that the COVID-19 issue has compounded the beach changes as well.

Ms. Masteller asked if this will be a fluid process, it seems like it would be difficult with all the people coming and going.

Mrs. Murray stated the plan is to use the attendants to try and capture the information and report it hourly.

Mr. Sullivan stated this will be new and will be educating the public the best they can but it will be a learning process.

Ms. Duran questioned the numbers allowed at the beach, are those based on social distancing requirements.

Mrs. Murray replied that no, it was calculated based on 25 square feet used for a family. She noted the calculation for Albee Beach may be revised since a lot of the back land was used and many people would not be sitting out there.

Ms. Duran expressed her concern as a parent if they have let the public know there is no life guards on duty this year.

Mrs. Murray replied that they have not yet, since they were still working out the logistics to the ordinance revision. She stated in years past it has been difficulty to get life guards and part of this will be to put the ownership back on the parents to be watching their kids at the beach.

Mr. Sullivan agreed, the ordinance has not been adopted yet so getting the education out to the public has not happened yet. Once the ordinance passes then the Parks and Recreation Department plans to educate the public on the changes to the beach rules this year. He stated that state wide it has been an issue with life guards and the false sense of security at the beach they provide.

Ms. Eaton questioned if the Town's insurance provider is okay with not having life guards.

Mr. Sullivan replied that the Town's insurance provider is supportive of doing away with life guards.

Mrs. DeVries stated she would like to have the chamber involved in the information chain regarding the beaches since they have been getting more calls regarding the beaches than ever before because of the pandemic. She stated she thought they were discussing the letter of support vs. the regulations.

Ms. Eaton replied correct, they should address the draft letter and decide if the EDC wishes to send this letter to the Board of Selectmen as tourism is Wolfeboro's leading industry.

Mr. Petersen replied he feels this make sense and it is part of our role as EDC even if it is in opposition to something, to support the economics of Wolfeboro. He feels this letter represents the Committee well and raises the issue and although personally we may feel differently, but they need to support what is best for the community. He supports the letter with the edits made.

It was moved by Bill Petersen and seconded by Mary DeVries to send the letter regarding the beaches as reviewed with edits at this meeting and have Kathy Eaton present it to the Board of Selectmen. Members voted; Robyn Masteller-yes, Linda Murray-yes, Kathy Tetreault-yes, Bill Petersen-yes, Carrie Duran-yes and Mary DeVries-yes, Kathy Eaton yes. Motion passed.

Mrs. Tetreault questioned if they will be forgoing the "carry-in carry-out" trash policy, as Brewster Beach is having a problem with trash and people leaving it behind.

Mr. Sullivan replied they will be moving forward with "carry-in carry-out" at all town beaches going forward and hoping people will be respectful and take their trash with them when they leave.

Mrs. Murray added once the attendants are staffing the beaches they will provide guests with a trash bag.

b. Other Business

Ms. Eaton stated that she wants to thank Bill Petersen and our local representatives on ensuring the NH State Liquor Store would be reopening in Wolfeboro.

She asked if the town is prepared to add more portable toilets because people don't have access to restaurant toilets.

Mrs. Murray replied that most the restaurants will be opening to some indoor dining and will be have restrooms available for their patrons.

Ms. Duran questioned when Albee and Carry Beach would have restrooms available?

Mrs. DeVries replied when the beaches officially open for the summer, the restrooms will be open.

Ms. Eaton asked about the recent information regarding a Broadband Grant.

Mr. Sullivan replied that the town has already started looking at that information, but noted that it will be location dependent and there is a meeting scheduled with BEA to discuss it further.

Ms. Eaton noted they typically don't have a meeting in July but since they haven't met much due to COVID she asked if the Committee wished to meet next month. The Committee agreed the next meeting would be by July 21st at 8 AM.

Being no further business before the Committee, Chairman Eaton asked for a motion to adjourn.

It was moved by Linda Murray and seconded by Kathy Tetreault to adjourn. Being all in favor, the motion passed.

The meeting adjourned at 9:36 AM.

Respectfully submitted,
Amelia Capone Muccio