**Economic Development Committee**

**Meeting Minutes**

**APPROVED 12-15-2020**

**Members or alternates present:**
Chairman Kathy Fairman Eaton (member), BOS liaison Linda Murray (member), Bill Petersen (member), Liz Baker McClain (member), Kathy Tetreault (member), Carrie Duran (member), Dave Maher (member), Robyn Masteller (member), Mary DeVries (alternate), Mike Hodder (alternate)

**Members or alternates absent:**
BOS alternate Dave Bowers, and Steve Durgan (member)

**Staff present:**
Tavis Austin, Wolfeboro Director of Planning and Secretary Christine Metcalfe Doherty, Recording Secretary

**Guests:** N/A

1. **Call to order:** Chair Kathy Fairman called the meeting to order at 8:08 AM

She read the attached script for the remote portion of the meeting. (See attached)

1. **Consideration of 11/24/2020 Minutes**

It was moved by Mike Hodderand seconded by Liz Baker McClain to approve the minutes of November 24, 2020 as amended. Members voted, Linda Murray-yes. Bill Petersen-yes, Mary DeVries-yes, Liz Baker McClain-yes, Kathy Tetreault-yes, Carrie Duran-yes, Dave Maher-yes, Robyn Masteller-yes, Kathy Fairman-yes and Mike Hodder-yes, the motion passed unanimously.

1. **Dock Expansion Update — Dave Maher, Linda Murray**

Opening up the bids for dock expansion projects will be done today. At this point a warrant article for dock expansion has been approved to move forward. Preliminary discussion on parking lot project which will be a 2022 warrant article. The Jo Green’s building is 4 inches on our property, so we need it surveyed so we know where our boundaries are. Will get notices out to this committee when a public hearing will be held. This will be discussed tomorrow night.

1. **Downtown Business Survey Committee — Robyn Masteller**

We have met twice and adjusted some items on the survey. The timing of the survey was discussed, how not to bother our downtown businesses and some other good ideas. Our next meeting is the first week of January and we will have further discussion on the Commerce and Department of Labor research, plus the survey. This info will help. If we get proper info about downtown businesses, it will be helpful to the committee plus future projects.

Mr. Hodder: what exactly are we going to be asking for questions?

Ms. Masteller: how many employees in a real year, not 2020, for May-Oct and Nov-April. Info will be helpful as to who we will be supporting in this town. Not only the business but the families of the employee.

Mr. Hodder: will you ask about salary ranges and where they live?

Ms. Masteller: no to salary and we are still working on what specific questions to ask. If anybody has any ideas for questions, please let us know. Liz, Carrie and I have started putting questions. Our goal is to make it brief and not include any questions that are too personal. Include type of industry and general questions ie; tourist industry, how many employees, etc. Shoot for under 5 questions.

Ms. Fairman: when we did the 50 question survey in 2014, it was a big dedication of time but one question they did not like was salary. We need to get it right, important info to have. The EDC Research Squad is what we are calling them. Statistics and data are very important for economic development.

1. **Marketing Committee — Carrie Duran**

Ms. Fairman: do you and Tavis have something to report on the social media?

Mr. Austin: we had a good conversation on how to incorporate what all the other committees are doing and to discuss the concerns of the Facebook page and limitations. May do a different webpage design which could lead to a branding or theme ie #wolfeboro. Come up with a different/updated version of the brochure. Find out the most user-friendly format to use.

Ms. Baker-McClain: one thing Carrie and she had discussed, was the #wolfeboro that would not require any special maintenance. Promote and use it through social media. It is something we can put into place without a lot of work.

1. **Project Committee #1 — Kathy Tetreault**

Progress on doing business in Wolfeboro

We have two objectives, #1 is to update existing publication of “Doing Business in Wolfeboro” so we can publish a one-page document with simplified verbiage. A draft was given to committee to review. We then invited Cindy Melanson who gave us some pointers and offered to help write the guide. That’s ready to go to the Chamber EDC committee for review and Jan 6th will discuss and research plan for bringing. And #2 Research and develop a plan for bringing training expertise to the greater Wolfeboro area to develop trade skills to support appropriate economic growth and to encourage participation of local youth.

Ms. Fairman: bringing in the adults makes sense and retraining for people who need to look for a different kind of job and what industries in our town need employees.

Ms. Murray: would want to include GALA

Ms. Tetreault said GALA and Josh Arnold are on our list

Robyn was also thinking about people changing jobs due to situations in life. For those in need of extra resources to get jobs due to current situations. COVID

Ms. Fairman: suggests reaching out to the Wolfeboro Inn, one of the top 10 employee in Wolfeboro, as it may stand for an example for smaller places. What are their needs for jobs that we could help with.

Ms. Murray: I wonder if we start looking at retraining, maybe get info from WACC, Terry Ann Cox would be a good help for childcare in the COVID days.

Ms. Tetreault: LRCC is also on our list to include in the meeting. NHTI and SNHU as well.

**Project Committee #2 — Liz Baker McClain**

Linda Murray, Carrie Duran and Liz Baker McClain make up this committee. Our two focuses are communication with biggest employees in town and creating tracking tools for available real estate in town. We have some good ideas for communication and offerings with retraining. Definition of biggest employer and who we consider Wolfeboro or greater Wolfeboro employers. Are we looking at seasonal or year-round employers? Do we want to limit to downtown area? Importance of real estate and possibly bring in an agent for the committee and discuss the impact of the AIRBNB on the area. First step is to gather info and figure out a communication strain to share the info between all those groups.

Ms. Fairman: after our last meeting Susan Repplier, Planning Board Member, reached out to me and is going to help on coordinating a master plan. Planning board looking for input by January.

1. **Last Night/Selectmen’s Report — Linda Murray**

Last Night is coming together, banners going up today or tomorrow. All virtual except for scavenger hunt. Fireworks cancelled. The Emergency Operation Committee (EOC) worried about gathering people together.

The scavenger hung will be held from 12/26 until noon on the 31st. Two channels will be available. One will have games and the other one will be entertainers. It’s a whole new format. We are about ready to get this up and going.

BOS budget has gone over to the Budget Committee. Now working on Warrant articles. There is over 3 million in warrant articles and we have to look at cutting some. One of the ones moved will be the Bay St sidewalks, which will be moved to 2022. It’s a difficult project due to houses being right on the road. Also looking at dockside expansion, figures today. The Railroad Avenue project layout and paving is moving forward to be discussed. Also having conversations on recreational areas that bring people to town. Pop Whalen needs new roof, insulation etc. trying to get an article together for that facility.

Ms. Fairman: hopefully no major changes to budget for the EDC.

1. **Town Planner Report**

Mr. Austin: quite a few new houses are going up in Wolfeboro.

1. **Other Business**

N/A

1. **Next Meeting January 19, 2021 place TBD**

Ms. Murrray: a date for the deliberative session, has not been set. It will probably be either 2nd or 9th of February. Trying to figure out how to do a hybrid and where will it be held. We will let everyone know in January.

1. **Adjournment**

It was moved by Robyn Masteller and seconded by Kathy Tetreault to Adjourn. Members voted, Linda Murray-yes. Bill Petersen-yes, Mary DeVries-yes, Liz Baker McClain-yes, Kathy Tetreault-yes, Carrie Duran-yes, Dave Maher-yes, Robyn Masteller-yes, Kathy Fairman-yes and Mike Hodder-yes, the motion passed unanimously.

The meeting adjourned at 8:49 AM.

Respectfully submitted,

Christine Metcalfe Doherty