

Economic Development Committee
Meeting Minutes
DRAFT- 4.23.2019

Members or alternates present: BOS liaison Linda Murray, Chairman Alan Harding, Kathy Terreault, Peter Cooke, Kathy Eaton, Steve Durgan and Bill Petersen,

Members or alternates absent: BOS liaison alternate Dave Bowers, Craig Gemmell, Jim O'Donnell, Denise Roy Palmer, Mary DeVries,

Staff present: Director of Planning and Development Matt Sullivan, Acting Town Manager Jim Pineo, Director of the Libby Museum Alana Albee and Recording Secretary Amelia Capone-Muccio **Guests:**
N/A

1. Call to order: Matt Sullivan called the meeting to order at 8:03 AM. Noted a quorum was present.

2. Consideration of Minutes: 1/15/19

It was moved by Bill Petersen and seconded by Kathy Eaton to approve the minutes of January 15, 2019 meeting. Members voted, Steve Durgan-abstained and all others in favor, the motion passed.

Consideration of Minutes: 2/19/19

It was moved by Kathy Eaton and seconded by Kathy Tetrault to approve the minutes of February 19, 2019 meeting. Members voted, Linda Murray-abstained and all others in favor, the motion passed.

3. New Business

a. EDC MARKETING

Kathy Eaton provided a brief update of the 2019 EDC Marketing Plan and provided a summary of what is proposed for 2019.

Mrs. Murray stated that the Last Night Event is growing each year and would like to continue to promote that event and suggested continuing to fund that event this year.

Ms. Eaton questioned if they should allocation the Fisherville Funds to be used for that and the majority of the Committee agreed.

It was moved by Kathy Eaton and seconded by Linda Murray to allocate the 2019 proposed \$500 used to promote Fishersville to instead promote Last Night Wolfboro. Members voted and all in favor, the motion passed.

Mr. Harding stated that many of the summer rentals do a packet of information of what is going on in the area and suggested that having one for winter activities would be nice too. He also noted that they should refer to the guests of Wolfboro as such, guests or visitors rather than tourists.

Mr. Cooke provided a some feedback from their guests this past season and many of the comments were great about the food and accommodations, but they commented on the lack of things to do, noting that none of the businesses were open in the evening after 5 PM except Black's and the Yum Yom shop.

Ms. Eaton noted that came up in the survey and that suggestion should be taken into consideration.

Alana Albee noted in Rockport they have a special website that coordinates the events going on in the community, it's not managed by the Chamber or the Town and it works well. She also noted that visitors are looking for the experience when they travel, they should promote those experiences in the area, like fishing and snowmobiling.

Mr. Dugan stated that he agrees living here we can take some things for granted that are great experiences. He said it took a long time to get that snowmobile trail going and it was a great success this year and because it received two criticism they shouldn't give up on it. If we are not prepared to defend it and work with it, we will lose it and all the business that came with it.

The Committee talked about how to work with the business to promote the experiences and address the evening hours when people are ready to shop.

Alana Albee also added there are many businesses off Main Street that should be promoted, but are not able to afford the Main Street rents.

M Sullivan stated it looks like they need to do a mix publishing of digital and print media for promoting the area.

It was moved by Bill Petersen an seconded by Linda Murray to accept the 2019 EDC Market Plan Budget in the amount of \$5,000 as presented at this meeting. Members voted and being none opposed, the motion passed.

4. EDC Member Renewal

Mr. Sullivan noted some member have done their renewals and one is not, leaving an opening he said it had been suggested to seek someone from the banking or real estate community to join us.

Ms. Eaton suggested someone from Meredith Village Savings Bank and/or Tom Waschmuth from Dive Winnepesaukee.

5. Libby Museum Project Presentation

Alana Albee, Director of the Libby Museum, addressed the Committee with an update on proposed upgrades to the Libby Museum. She gave a brief overview of the Museum and Dr. Libby and the building is need of upgrades due to deterioration as well the need to protect the collections within the Libby. She stated currently they have bid out to obtain an architect for plans to upgrade the museum. She stated that she was a bit disappointed in the museum chapter of the Master Plan and feels they the town is at a turning point where they need to be expanding and promoting the museums in Wolfeboro and advertising that "experience" to our visitors, people want to see something unusual.

Ms. Eaton questioned if the docks could be expanded.

Mrs. Murray replied that should be forwarded to the Town Dock Committee for review and discussion, Dave Senecal is the chair of that committee.

Jim Pineo added to Ms. Albee's report that the Libby Museum needs to be addressed because if they don't they will lose the building the bid is the first step in moving that plan forward.

M. Sullivan questioned if they expect a Warrant Article for that project for 2020.

Mr. Pineo replied they will know more once they obtain an architect.

Mr. Cooke questioned the cost for the project.

Ms. Albee replied the last estimate was 3.2 million dollars, but they are hoping to get that down to \$ 2 million dollars and they have some financial backing and will apply for LChip grants.

Mrs. Murray noted that it is great to have these public/private partnerships and they need to address the building because it's an issue with public safety as well.

Ms. Albee noted they are looking at getting a rare collection of 200 American mammals donated to them and will need to address the building in order to be able to preserve this collection. She also noted that she would like to see a bid more elaboration on the EDC's museum chapter of the Master Plan.

Bill Petersen suggested changing the word "tourist" to visitor or guest as tourist can sometimes seem like a derogatory term. He stated that in today's world the visitor is looking for the experience and those are usual the younger generation they need to focus on promoting the experiences you can have in this area.

*Peter Cooke excused himself from the meeting 9:18 AM

6. Joint Planning Board Meeting

Matt Sullivan stated that the Planning Board and EDC need to identify the topic and time frame of their joint discussion.

The Committee noted some topics of interest would be lodging, housing and the snowmobile trail.

Bill Petersen questioned with regards to the museums do they have restrictions on having a nonprofit manage them, or create a "Friends group" to operate, which would free up the town and empower the organizations to be the successful operators.

Mrs. Murray noted they would need to review the restrictions.

Ms. Eaton questioned if it was necessary to meeting with the planning Board.

Matt Sullivan replied that he feels it would be good to meet with them and discuss common topics and get some feedback from the groups. He questioned how they want to review the DRAFT Economic Development Chapter do they prefer to discuss comments now or send him the comments for review. The Committee agreed for members to send their comments/questions to Mr. Sullivan and review them at the next meeting.

7. Food for thought

Steve Durgan suggested seeking out a person to be General Wolf for events and parades and have that become the face of Wolfeboro.

Ms. Eaton noted a new volunteer is needed as the previous has moved away, and the costume is available for it. She said suggested discussing this further at the next meeting. She also noted a member of the community Jeremiah Burke would like to discuss the feasibility of an athletic center with a pool on Trotting Track Road on the land formally known as Albee's pit. She questioned if the Committee is interested in speaking with him and they agreed they'd like to hear his idea.

8. Board of Selectmen representative

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

It was moved by K Eaton and seconded by Denise Roy-Palmer to adjourn.

The meeting adjourned at 9:44AM.

Respectfully submitted,
Amelia Capone Muccio