

**Economic Development Committee
Meeting Minutes
Draft-5.21.2019**

Members or alternates present: BOS liaison Linda Murray, Chairman Alan Harding, Kathy Tetreault, Kathy Eaton, Steve Durgan, Denise Roy Palmer, Mary DeVries and Bill Petersen,

Members or alternates absent: BOS liaison alternate Dave Bowers, Craig Gemmell, Jim O'Donnell, Peter Cooke,

Staff present: Director of Planning and Development, Matt Sullivan, Acting Town Manager, Jim Pineo, and Recording Secretary, Amelia Capone-Muccio.

Guests: N/A

1. Call to order: Chairman Harding called the meeting to order at 8:05 AM. Noted a quorum was present.

2. Consideration of Minutes: 4/23/19

Denise Roy Palmer noted she was not present at the last meeting and was noted in the motion on the last page.

Mr. Harding amended page two, the first paragraph, page three the 8th paragraph from the top and the date of the meeting.

It was moved by Linda Murray and seconded by Bill Petersen to approve the minutes of April 23, 2019 meeting. Members voted, Denise Roy Palmer-abstained and all others in favor, the motion passed.

3. New Business

a. Explore Moose Mountains and Scenic Byway update

D Roy-Palmer stated that in February the Committee had a presentation to expand the Branch River Byway into Wolfeboro to connect with the Lakes Region Byway and to rename it the Explore Moose Mountains Scenic Byway. She stated from that meeting the goal was to get an endorsement from the Town of Wolfeboro on this proposal. She suggested the Committee discuss and make a recommendation to the Board of Selectmen on this proposal.

Ms. Eaton stated the Committee should support something like this as it brings visitors through our town and does not see any downside to supporting it.

It was moved by Kathy Eaton and seconded by Bill Petersen to recommend that the Board of Selectmen endorse the expansion and renaming of the Branch River Scenic Byway through Wolfeboro connecting to the Lakes Region Scenic Byway.

DISCUSSION:

Ms. Roy-Palmer noted there is also a requirement of having a representative on the advisory committee and if they wish to have any assets identified along the route.

Matt Sullivan questioned who would provide the assets?

Ms. Roy-Palmer replied they could designate someone, Historical Society, Recreation, Museums etc.

Mr. Harding questioned how they promote this as the scenic byway.

Ms. Roy-Palmer replied there is a story map online, linked to the Town website and management plan, but the State currently does not do any promotion of byways like our neighboring States of Maine and Vermont do. They also have a future plan to add signage as well. She questioned the next Board meeting?

Mr. Pineo replied the next regular Board of Selectmen meetings are June 5th and 19th.

Mr. Durgan questioned the name as in relationship to Moose Mountain as currently the byway does not include Moose Mountain?

Ms. Roy-Palmer replied that currently the proposed route joins the section of Wakefield to Brookfield via 109 to Wolfeboro, at some point they may want to include the Moose Mountain section. She noted the purpose now is to join with the Lakes Region Scenic Byway.

Members voted and Linda Murray-abstained, all others in favor, the motion passed.

b. AAA Travel Guide Discussion

Mr. Harding provided the AAA Travel Guide for Maine, NH and Vermont to share and he read the description of Wolfeboro, which not only has incorrect information but the information is outdated. He questioned if they could update this and if this is also online.

Mr. Petersen noted that the standards for AAA are difficult for the small business owner and in order to be part of their advertising you have to agree to be rated and with that comes the requirement which can be a difficult investment for the small hotel.

Mrs. Devries stated she would reach out to AAA and get the information updated and will check the online requirements and/or cost vs. the printed guide.

Mr. Harding stated he also brought along the Parks and Recreation Department's spring summer flyer, which he thought was very well done and provides all the information of what is going on in town. He questioned how to we get this out to everyone?

Ms. Eaton noted that the book is shared around town, it gets a lot of use.

Mrs. DeVries replied that they use that book as well.

Mr. Harding stated his last thought on this topic is they need to expand on what is offered to retirees and be mindful of those who visit and what would bring them here.

c. EDC Chapter

M. Sullivan stated he has forwarded the EDC chapter to the committee for review and comment. He stated the Public Hearing process will have options for review as well. He summarized that this was drafted in 10 meetings of great diverse discussion and open to any comments or questions the committee may have. He noted Josh Arnold had mentioned he hoped to see a reference to GALA in the document.

Ms. Roy-Palmer suggested removing the reference to “town” and that allows you to encompass more such as GALA and WEDCO.

Ms. Eaton questioned if the document is relative where the Town is going for the future or where it has been.

Mr. Sullivan replied it is a little of both.

Mr. Durgan noted he would like to see the focus spread throughout town, rather than focus on just downtown. The Economic Development Committee should be looking out for all of Wolfeboro not just one area.

Mr. Petersen stated Wolfeboro is the economic hub for this side of the lake, and we should claim that as such. He agrees with removing the reference to downtown.

Mrs. Tetrault agreed that some business out of downtown can be sole proprietorships or online businesses.

Mr. Durgan stated that Wolfeboro really isn't known for being an economic hub, he feels they need to establish what they want to be and make that decision. He suggested they should model the town after Littleton NH.

Mr. Pineo gave a brief overview of how Littleton grew its economic center and how it all started with Walmart and from there the business park grew.

Mr. Harding stated these are topics that need to be shared with the Planning Board.

Ms. Roy-Palmer noted one of the easiest ways to grow economics is with better telecommunications since it is harder to address the infrastructure and water/ sewer utilities.

d. Recreation Center Discussion

Ms. Eaton stated that this topic may need to be revisited in the fall since the busy season is upon us at this point.

e. General Wolf

Ms. Eaton stated that she is still looking for someone to become our General Wolf.

Ms. Devries questioned if this would be a paid position and are they looking for someone 18 years old or older.

Mrs. Murray noted that if it should become a paid position, they would need to budget for it.

Ms. Devries questioned where the costume is stored.

The Committee discussed the costumes storage and noted it is stored at a private residence and agreed they should store it at Town Hall and it could be on display when not in use.

f. Committee Membership

Ms. Eaton suggested a member of the Meredith Village Savings bank and she spoke to someone who is thinking about it. She also suggested Tom Waschmuth, but not sure of his availability in the summer.

Mr. Sullivan updated the Board that there is one open seat and two alternates available at this point. He suggested checking with Mr. Cooke to see if he would like to move up to a member status from an alternate first. Alana Albee and Marth Cummings were suggested as possible members.

e. Food for thought

Ms. Eaton stated WABC.TV from New York will be in town filming downtown tomorrow and at the Wright Museum and the Trolley. She stated the segment is about summer in Wolfeboro.

Ms. Roy Palmer stated there is some discussion on the revitalization zone before the legislators to expand and increase the funding of it.

h. Work Sessions

The Board agreed on the following schedule for the summer:

- June 18th at 8:00 AM
- No meeting in July
- August 20th at 8:00 AM

i. Board of Selectmen Rep

Mrs. Murray stated they are finishing up the interviews for the new Town Manager. The State has schedule an overlay of RT. 28. There is discussion on removing some sidewalks that Dave Ford will discuss at tomorrow night's Board of Selectmen meeting.

j. Town Manager

Mr. Pineo stated they are in the final stages of hiring the new Finance Director who is schedule to start contingent upon a background check.

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

It was moved by Linda Murray and seconded by Kathy Eaton to adjourn.

The meeting adjourned at 9:37AM.

Respectfully submitted,

Amelia Capone Muccio