

**Economic Development Committee
Meeting Minutes
DRAFT- February 19, 2019**

Members or alternates present: BOS liaison Dave Bowers, Alan Harding, Kathy Tetreault, Mary DeVries, Denise Roy-Palmer, and Kathy Eaton

Members or alternates absent: BOS liaison alternate Linda Murray, Craig Gemmell, Jim O'Donnell, Steve Durgan, Bill Petersen and Peter Cooke

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

Guests: N/A

a. **Call to order:** Matt Sullivan called the meeting to order at 8:07 AM. Noted a quorum was present.

b. **Consideration of Minutes: 1/15/19**

It was moved by Alan Harding and seconded by Kathy Eaton to table the minutes of January 15, 2019 until the next meeting. Members voted, all in favor, the motion passed.

c. **New Business**

a. **Scenic Byway Presentation**

M Sullivan introduced Colin Lentz, Stef Casella, and Susan Slack from Lakes Region Planning Commission and Strafford Regional Planning Commission to present a concept for the connection of the Branch River Scenic Byway to the Lakes Region Byway.

Mr. Lentz addressed the Committee and provided a brief overview of the NH Scenic Byway Program as outlined on the attached summary sheet. He explained the purpose of the meeting is to generate interest in connecting the byways and have a discussion with those communities along the byways on what they would like to draw attention to along their communities' route.

Matt Sullivan referred to the map showing both existing byways and how they propose to connect the two.

Mr. Harding questioned what the goal of this connection is.

Mr. Lentz replied that the goal is to redirect traffic to the route and promote those community assets along the route.

Kathy Eaton added that it may not be for everyone, but some people enjoy taking the "scenic route".

Denise Roy-Palmer added that many assets can be listed along the route and the goal when the Branch River Byway is expanded is to rename it to the Moose Mountain Byway.

Mr. Lentz introduced Stef Cassella and stated that she can speak about a marketing tool for the byway that can be linked to the town's website.

Ms. Casella provided a brief overview via projection of the online storybook and how it can be used as a marketing tool of sites to visit along the byway.

Susan Slack added that the program is great and overlaps with a similar program that they have at Strafford Regional Planning.

b. Presentation "The Moose"

Barbara Wilson addressed the Committee to provide an overview of the program "the Moose" and summarized the development of the program to get visitors off the highway and back on to the scenic routes and visit the local communities along the way. From the groups discussion MooseMt.org was created and a Facebook page was launched. She is happy to report that the Facebook page shares have reached 1.9 million Facebook feeds promoting the seven towns in the Explore Moose Mountain campaign. (Brookfield, Farmington, Middleton, Milton, New Durham, Wakefield and Wolfeboro) The goal was not to take the place of any other group or entity but to amplify what is already going on in the areas.

Mr. Harding questioned their thoughts on expanding to 5g.

Ms. Wilson replied there are many dead zones and it is a benefit to all to have better service.

Ms. Roy-Palmer provided a calendar of events planned for "The Moose" and a publishing schedule.

Mr. Lentz thanked the Committee for meeting with them and noted the next step in the process will be meeting with the Board of Selectmen from each of the communities to seek the "official" interest in connecting the byways.

c. Cooperative Advertising

Ms. Eaton stated there should be about \$500 in funds left over from the co-operative advertising funds and suggested the Committee authorize those funds to be spent on another ad in the Hippo, since that publication seems to be those most effective.

Mr. Sullivan stated he believes they will need to get some clarity from the Finance Department on those funds, he has some concerns on if they will be able to expend those funds at this point.

It was moved by Kathy Eaton and seconded by Alan Harding to authorize an expenditure of \$549 (the balance of the Cooperative Advertising Funds) to place two ads in the Hippo. Members voted, being all in favor, the motion passed.

d. EDC Member Renewal

Mr. Sullivan reminded the Committee the following members are up for re-appointment in 2019: Mary DeVries, Alan Harding, Steve Durgan and those interested in re-upping their appointments should submit a request to the Town Manager's office.

e. Joint Meeting of EDC and Planning Board

Mr. Sullivan stated the Chairs of both the EDC and Planning Board have discussed a joint session of the groups to discuss the Master Plan and future coordination efforts, with a potential date of March 19th at 6:30 PM. He suggested if the EDC wishes to do that he can arrange that meeting with the Planning Board Chair.

The EDC agreed that they need to meet and discuss the Master Plan and the future planning of the community.

f. "Food for Thought"

Mr. Harding stated with regard to the recent letter to the editor regarding the public restrooms; he questioned the Restroom Committee's review of alternate waste systems as a measure to reduce septic waste in the lakes.

Ms. DeVries replied that the Committee did discuss that and the Master Plan includes such and anything new going forward would need to comply with such standards.

K Eaton provided an update on the Trolley, Museum and Millie B tour which has expanded its route and the ticket will be \$45 this season. She also noted that WCTV will be highlighting Molly on a TV show.

Ms. DeVries stated she has had a lot of inquiries on why Fisherville is not happening this year because there is snow and ice. She also pointed out that the State Education Committee is reviewing an increase which will result in more taxes coming from Wolfeboro and suggested that the Town take a look at the letter Portsmouth drafted against this change.

Ms. Eaton agreed its worth a letter as the issue is public funds for charter/private schools and the State has a formula for the property rich communities to offset those communities that are not.

Ms. DeVries also noted that there is also proposed legislation to freeze the business tax, which is a negative for the business community and encourages those to talk to their legislators against this proposal.

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