

ECONOMIC DEVELOPMENT COMMITTEE [EDC]

APPROVED MEETING MINUTES

8:00 a.m. May 16, 2023 at Wolfeboro Town Hall

9 Union Street, Wolfeboro NH 03894

Committee Members Present: Lucy Van Cleve (Chair), Barry Elliott (Co-Chair), Brian Deshaies (BOS Rep, arrived 8:16 a.m.), Carrie Duran (Member, arrived 8:54 a.m.), Kathy Fairman, Jenn French, Linda Murray (Alternate BOS Rep).

Absent: Mary Devries, Gretchen Gandini, Liz Baker McClain, Jeremy Roberge

The Meeting was called to order at 8:00 a.m. by Chair Lucy Van Cleve.

Consideration of April 18th 2023 Meeting Minutes:

At 8:15 a.m. Co-Chair Barry Elliott made a motion to approve the 4/18/2023 Meeting Minutes. Seconded by Kathy Fairman. Approved unanimously (5-0-0), with Linda Murray (Alternate Representative from BOS) voting.

The Inaugural Lake Winnepesaukee Day, Upcoming Event on August 11th 2023 (about 5:00 p.m.-10:00 p.m.):

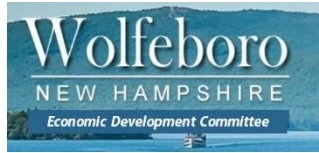
- Discussion about Sponsorships and the format of the Sponsorship Letter.
- There is interest in sponsorship on the part of two beer companies.
- B. Deshaies said he needs volunteers to contact potential donors who have given in the past

Discussions about Potential Donors in \pm \$500 range:

- Taylor Community: Gretchen Gandini will contact
- Eastern Propane: Jenn French will contact
- Leonie MacDonald
- Goodhue Boat Company
- Restaurant Owners: Alex Saunders and Josh Cleveland.

Discussion about Potential Donors in the \pm \$1000 range:

- Maxfield



- Peter Ford
- Avery: Kathy Fairman will contact

B. Deshaies asked about the possibility of raising small donations from the wider public, by creating a Go-Fund-Me page?

- L. Van Cleve and L. Murray suggested that the Committee wait a few weeks until there is more info about the EDC budget.

K. Fairman asked whether the EDC supports community-organized events; for example, a possible donation to the Family Block Party on September 8th 2023? Is the Town supportive of this concept? Is the EDC supportive?

- K. Fairman asked if the EDC could look at incoming applicants for Event Permits as a method of tracking potential donations to support community events.
- L. Murray suggested that EDC Donations be identified in the Town Budget, saying that EDC could set up a Donation Account. She suggested that there be an overall awareness about making too many, overlapping solicitations for donations from local businesses.
- J. French asked about the donation checks: to whom are the donation checks written? To the "Town of Wolfeboro."

Return to Discussion about the Inaugural Lake Winnepesaukee Day, August 11th 2023:

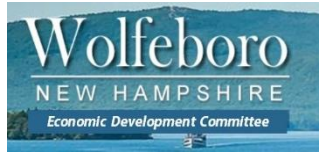
- B. Deshaies said that he spoke with the Governor and State Representatives: they are willing to make a Proclamation.

Suggestions for the community message of the Inaugural Lake Winnepesaukee Day:

- Supporting the health, wellness, and sustainability of our lake: from boating safety to environmental awareness.
- Looking After Our Lakes
- Need to address water quality, environmental awareness, watershed management plan.

B. Deshaies asked about the status of the List of Commitments:

- There are several "yes" donors.
- Fish and Game said "no," they need more lead time to make a donation.



B. Deshaies said that for the future, the vision is to have an annual Regional Lakes Day in the second week of August. The Inaugural Lake Winnepesaukee Day can be a model for other communities in the region to participate together.

K. Fairman pointed out that EDC has other items to discuss; therefore, she suggested that a subcommittee be created, to further develop the details for the Inaugural Lake Winnepesaukee Day:

- L. Murray outlined who is on her subcommittee: 1) Brenda Jorett, 2) Christine Collins, 3) Marie Fallon.
- B. Deshaies suggested Cindy Fournier for the subcommittee.
- L. Van Cleve said that she is thinking of asking her office, a real estate agency, to support this event.
- B. Deshaies would like to partner with non-profit organizations.
- L. Van Cleve said that she will e-mail a list of potential sponsors to the Committee.

B. Deshaies said, "The key is to have a completed Press Release more than two months in advance of the event date."

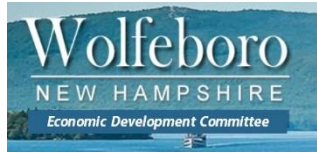
- He explained that he is always asked for a Press Release whenever he's in touch with people about promoting an event.
- L. Murray suggested to ask Moxdog, a person with marketing expertise: maybe he could volunteer to prepare a Press Release and be given a deadline for completion?

L. Van Cleve asked if anything else should be included in the Sponsorship Letter?

- J. French and K. Fairman both suggested the "what" and "why" be identified clearly in the letter.

Harassment Prevention Training for all members of the EDC:

- L. Murray said that this training could be done on-line; it's important to do this for the Town's insurance company and to reduce liability for the Town.
- L. Van Cleve will ask Michele Chamberlain for the link to the on-line Harassment Prevention Training, which can be done at an individual's preferred location and pace.
- Discussion about a previous liability situation for the Town.



L. Van Cleve opened the discussion about the Lakes Region Tourism Association:

- Annual membership fee is now \$329.00 per year, which is a reasonable increase from the previous fee of \$299.00 per year.
- K. Fairman pointed out the benefit of 'double-listing' if both the Town Parks & Recreation Dept. and the EDC were to maintain their memberships.
- B. Elliott asked, "How do they distribute their information?"
- L. Van Cleve said that they have a very active website, they publish maps, and they publish a "Where To" guide.
- L. Murray asked if the EDC could begin to gather samples of promotion materials to back up the EDC's needs from the Town Budget. Keeping an updated file of promotional materials could also support budget requests for the upcoming fiscal year(s).
- L. Van Cleve asked if it was possible to 'grow' into an entire advertisement page for Wolfeboro.
- K. Fairman said that the Town has a page. Some advertisements are very expensive. The point is to reach people outside of the immediate area. Currently the Town appears only in Yankee Magazine.
- L. Van Cleve said she'll bring four samples to the next EDC meeting: 1) Web Page, 2) Printed Maps, 3) Where To Guide, 4) Yankee.

At 8:49 a.m. Kathy Fairman made a motion to renew the annual membership for the Lakes Region Tourism Association. There was no second for the motion before the group discussion proceeded to the topics, below:

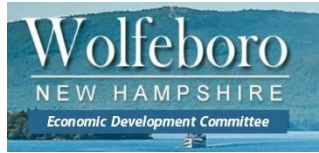
B. Elliott asked if the Committee could bring its budget info to the next meeting? A recap of the EDC budget would be helpful; for example, what does the EDC support?

- L. Van Cleve said that she would ask Mary Devries to work on this as soon as she's back in town.

L. Van Cleve asked about the renewal of the Constant Contact subscription; may we pay once a year instead of once a month?

- Discussion about Town payment procedures.

At 8:59 a.m. Kathy Fairman made a motion to renew the annual membership for the Lakes Region Tourism Association for \$329 per year. Seconded by Barry Elliott. Approved unanimously (5-0-0), with Brian Deshaies (Representative from BoS) voting.



Discussion about Mount Washington Day:

- Free ski passes are offered to full-time municipal employees.
- K. Fairman had a concern about the appropriateness of free ski passes for full-time municipal employees. L. Van Cleve and L. Murray concurred.
- L. Van Cleve said that Mount Washington Valley has a very active Chamber of Commerce: website traffic and e-mail blasts.
- B. Elliott said that he spoke to Mary DeVries at the Chamber: she sends out e-mails to four thousand recipients two times per month (the first and third Tuesdays of the month).
- The annual membership fee for the Mount Washington Valley Chamber of Commerce is \$125, which renews on July 1st every year.
- K. Fairman asked, "Who will provide information for this site?"
- C. Duran volunteered to do this, she will coordinate with L. Van Cleve.
- K. Fairman asked if Moxdog [a person with experience in marketing] might also volunteer?

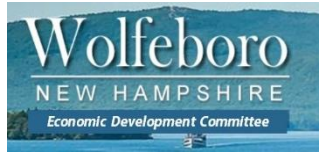
At 9:08 a.m. Jenn French made a motion that the Town of Wolfeboro join the Mount Washington Valley Chamber of Commerce for an annual fee of \$125, as of July 1st 2023. Linda Murray asked to Table this Motion until next month, when the EDC will review its budget.

- L. Van Cleve asked the Economic Development Committee to plan its spending and present a Budget Proposal so that, "We'll know where we are for the year."

Discussion about advertising in Yankee Magazine:

- K. Fairman said that EDC advertises in Yankee Magazine for Winter issues only, not Summer issues. The biggest issue is in the Spring.
- L. Murray explained some of the history about what the Town did and did not previously approve for advertisements in Yankee Magazine. For example, in previous years, the Town advertised in three issues. In other previous years, the Town advertised in two issues. In 2020 the Town did not approve any payments, so there was no advertising.

Discussion about affordable housing in the Wolfeboro area, including Phase III of the Harriman Hill Affordable Housing development:



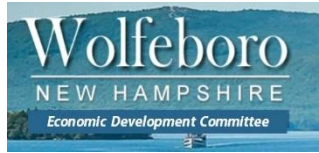
- C. Duran is an advocate for affordable housing in the Wolfeboro area and asked if the Committee might be interested in supporting more development opportunities for affordable housing? She has been involved with the Eastern Lakes Region Housing Coalition and the Lakes Region Planning Commission, in support of Phase III of the Harriman Hill Affordable Housing development.
- In the past, the EDC has supported development that serves the community, such as the downtown Dock Renovation. L. Murray suggested that ECD prepare an "Informational Letter" to submit to the relevant Town Boards. For example, the Wolfeboro Waters Committee recently wrote an Informational Letter to the Planning Board, regarding stormwater management issues on a downtown site with proposed construction for a 15,600 SF building and about 80 parking spaces.

At 9:15 a.m. Carrie Duran made a motion for the Economic Development Committee to approve the needs of the Harriman Hill Affordable Housing development. Barry Elliott seconded the motion, approved unanimously (5-0-0).

- L. Van Cleve will draft an Informational Letter on behalf of the EDC. She will e-mail the draft to B. Deshaies and L. Murray for review and comment.
- L. Murray suggested that EDC have someone attend the June 6th hearing for the Zoning Board of Adjustment, to read the Informational Letter into the record.
- C. Duran asked if the EDC might want to explore the possibility of hosting a Housing Summit, in cooperation with NH Housing [the New Hampshire Housing Finance Authority]?
- Discussion followed, about the scarcity of affordable housing for families with children and for young, working adults who cannot afford to pay for their own housing.
- L. Murray said that there's a need for Affordable Housing in a certain price range.

Discussion about the overlap of two issues, Affordable Housing and Short-Term Rentals, and how they impact each other:

- K. Fairman asked about the status of regulation for Short-Term Rentals? Regarding the issue of too many housing units being used for Short-Term rentals: she likes the idea of asking property owners to agree to set aside some housing units for Year-Round rentals, for the right to use other units as Short-Term rentals.
- L. Van Cleve asked if the Town hadn't previously discussed the concept of tax breaks for Year-Long rentals?



- C. Duran said that, for the next EDC meeting, she would come up with a proposal to organize a Housing Summit.

L. Murray asked for feedback to the BOS from the EDC regarding an increase in requests to put outdoor tables and chairs on public sidewalks:

- Discussion about an existing example of outdoor furniture located on the public sidewalk and incoming requests to do same.
- ADA Compliance for a public sidewalk has a mandatory minimum clearance of 3 feet.
- Distinction between outdoor furniture located on public sidewalks and streets (which the Town regulates) vs. on private property (which the Town does not regulate).
- B. Deshaies suggested that the width of the existing public sidewalk be considered when such requests are made.
- B. Elliott said that, depending on the height and size of a flag which projects over a public sidewalk, he objects to such flags when they obstruct pedestrian movement. He said that in Farmington, such flags are considered a code violation.
- J. French and K. Fairman agreed that nothing should obstruct the public sidewalk.
- L. Murray and K. Fairman pointed out that outdoor seating provided for the public as a community service are okay; for example, the benches outside the Train Station.

Comment about downtown Pickle Ball Courts:

- L. Murray stated that the downtown Pickle Ball Courts are public courts. Therefore, people using the courts cannot be told to leave.

At 9:43 a.m. Kathy Fairman made a motion to adjourn the meeting. Lucy Van Cleve seconded the motion, approved unanimously (5-0-0).

Meeting Minutes respectfully submitted,
Eivia M. Nicolescu