

## Wolfeboro Economic Development Committee

Tuesday, April 18, 2017, 8 a.m.

Wolfeboro Great Hall

Meeting Minutes – Draft

**Members present:** Chair Kathy Eaton, Vice Chair Cindy Patten, Denise Roy-Palmer, Lisa Lutts, Mike Roush, Alan Harding, Steve Durgan, Mike Roush, Mary DeVries, Selectmen's Representative Alternate Linda Murray sitting for Mr. Bowers

Members/staff absent: Board of Selectmen Liaison Dave Bowers, Dr. Craig Gemmell

**Staff present:** Town Manager Dave Owen, Director of Planning & Development Matt Sullivan, recording secretary Larissa Mulkern

**Announcement:** Ms. DeVries shared the news that Mrs. Eaton is the 2017 recipient of the Wolfeboro Area Chamber of Commerce General James Wolfe Award.

1. **Call to order:** Chair Eaton called the meeting to order at 8 a.m.
2. **Approval of Minutes:**
  - a. March 21, 2017 regular meeting – A motion to approve the minutes as submitted was made, seconded and approved, with Ms. Patten abstaining.
  - b. April 6 special meeting – A motion to approve the minutes as amended was made, seconded and approved.
3. **New Business**
  - a. **Re-organization of the Committee:** A slate of officers was discussed. Chair Eaton encouraged members to think about naming a new chair next year. Ms. Patten suggested a motion on a slate of officers: Kathy Eaton as Chair, Cindy Patten as Vice Chair. The motion was made by Mr. Durgan, seconded by Mrs. Roy-Palmer. Members voted all in favor, with the nominees abstaining from the vote. The motion passed. Mr. Durgan suggested planning ahead for committee elections next year.
  - b. **Lodging Forum:** Mr. Sullivan finalized invitation last week. The format is a true roundtable with everyone seated in circle or table; Planning Board Chair Kathy Barnard will do a one-minute intro to event, EDC Chair Eaton will follow with a brief intro of EDC involvement followed by question and answer period. Time allotted is from 60 to 90 minutes. Forum is on April 25 at 7 p.m. in the Great Hall. The Planning Board made two minor changes to the questionnaire.
4. **Old Business**
  - a. **Group Advertising Committee Report/Marketing Report:**

The 2017 Group Advertising Plan places emphasis on Fall 2017 and Winter 2017/2018. Advertising is proposed in *New Hampshire Magazine* [August, September, October issues], *North Shore Magazine* [August, September, October editions], *Mill Falls Magazine*, *The Hippo* and *Yankee Magazine*. *Yankee Magazine* generates leads that are followed up by Chamber staff with mailings and other requests for information. Close to 1,000 queries are generated by the *Yankee* ads. A commitment to six issues a year earns a discount to \$500 per issue, a savings of \$200 per issue. *Yankee* has expanded its online marketing as well. The cost for the remaining five of six issues is \$2,000. *The Hippo* features a travel-based advertorial page promoting destinations within a short distance. The ads are ¼ page and appear monthly. The commitment is for three issues: May,

June, and July, for \$975. [It was noted that the \$500 for Fisherville advertising is a separate line item.] **Ms. Patten made a motion to approve \$2,000 for Yankee Magazine ads, and \$975 for The Hippo.** The motion was seconded by Ms. DeVries. **Members voted all in favor of the motion.** Ms. Patten said she has been approached by the Union Leader, to advertise in a magazine to be distributed at rest centers and along the I-93 corridor. The cost is \$500. No action was taken.

#### **Committee Reports/Updates:**

Mrs. Eaton discussed reorganization of the BR&E committees into new ad hoc committees: group advertising, digital footprint/communications, special events. She suggested blending in Fisherville committee activities under a winter promotion with other events, as Fisherville is dependent upon winter weather conditions. Mrs. Murray said the Fisherville committee met with Christine Collins at the Parks & Recreation Department with regards to cross promoting events. The Fisherville committee is struggling. The Special Events committee is strong and functioning, added Mrs. Murray, but is unable to do a Fall event plus Fisherville alone. The Fisherville committee was appointed by the Board of Selectmen and has its own budget item, added Mrs. Eaton. It was set up that way due to the insurance liability issue with the Town, added Mrs. Murray. Mr. Durgan suggested the EDC invite the 'Mayor of Fisherville' to a meeting, to discuss ideas for promotion.

In other ideas regarding group advertising [Mike Culver chairs this committee], Mrs. Eaton said the thinking was to take what the Town and the Chamber has done and bring it to the business community with a cooperative advertising plan in *New Hampshire Magazine* and *North Shore Magazine*, an upscale publications that covers north and east of Boston with demographics that are attractive to the EDC. The magazine is mailed to households with incomes over \$100,000. New Hampshire Magazine is distributed by subscription and on newsstands. The committee is compiling a list of potential businesses to pledge money into a pool to pay for ads. The businesses would complement what the Chamber and the Town are doing. Mrs. Eaton said the town is spending \$4,500 on advertising and that the business community should be able to raise that. If 80 businesses put in \$100 that is \$8,000. Group Advertising Committee members are willing to call and solicit businesses.

#### **Events Listings:**

Mrs. Eaton said other needs that were identified include a master list of events and activities and a place to centralize that listing on the web. Mr. Owen stated that the Town's website has four calendars on it – public events, public meetings, Great Hall events, and a community events calendar, which virtually no one has used. Mrs. Eaton said committee members have started to compile a list of where these listings can go. Discussion ensued regarding where to start, whether on the Town's calendar or the Wolfeboro Area Chamber's website calendar. Mr. Owen noted that the town is interviewing for a part time Information Technology person who could input information onto the website. Mr. Durgan said the existing "101 Things to do in the Wolfeboro Area," created by the Chamber provides a template. He also came across a listing

under Trip Advisor of top 10 things to do in Wolfeboro. Ms. Patten said that listing might be driven by online traffic and reviews to Trip Advisor. There is a need for a centralized place to post one's local event listing.

**Mascot:**

For Special Events, the committee discussed the idea of having a mascot, such as "Wolfie," a person dressed in colonial costume and wolf mask. Mr. Durgan suggested instead recruiting Christian Boudman, an actor who plays General James Wolfe during many Wolfeboro events and parade. Make him the mascot. Boston successfully utilizes historic role players in its Freedom Trail. Mrs. Eaton agreed, adding that she and Boudman conduct historic tours for third graders. It was noted that Mr. Bowers had offered \$5,000 for a monument of General James Wolfe in town; smaller versions can be made and sold for \$100. Perhaps we can create a General Wolfe Day, with tours of the Clark House and historic sites.

**Digital Footprint Communications:**

Mr. Owen said flyers regarding the town's website were sent out via electric bills. Initially there was a flurry of activity with businesses signing up to be on the online directory, but the site hasn't had any new registrants for a few weeks and only has one restaurant signed up. Mrs. Eaton said they could bring that up during the lodging forum.

**Piano Program:** No update.

5. **Other Business:** Mrs. Roy-Palmer announced the Women's Business Forum to be held on June 15 from 3 to 5 p.m. at the Great Hall; all are invited. U.S. Senator Jeanne Shaheen and U.S. Congresswoman Carol Shea Porter will attend. Also, the Moose Mountains Region tourism website should launch in late May. Construction on the Rail Trail is in the last phase, with the last section ending at Clark Road in Brookfield. A grant has been received to complete the trail. Once completed the trail will be 12.6 miles.
6. **Town Manager/Selectmen's Representative Report:** Mr. Owen said work on Mast Landing improvements would commence this spring; next month the sewer line at Dockside will be replaced. This fall, the NH DOT will overlay Main Street. The Center Street reconstruction project has been bid out and approved, with a preconstruction conference set for this Friday and major work commencing after Labor Day. At Dockside, the boat ramp will be reconstructed in the fall after Labor Day. Ms. Lutts asked how the schedule would affect the race boat regatta. Mr. Owen said he would discuss this query with Public Works Director Dave Ford.
7. **Adjournment:** A motion to adjourn was made, seconded and passed at approximately 9:27 a.m.

Respectfully submitted:  
Larissa Mulkern, recording secretary