

**Economic Development Committee  
Meeting Minutes  
Draft-August 15, 2017**

**Members or alternates present:** Kathy Eaton, Mary DeVries, Cindy Patten, BOS liaison alternate Linda Murray, Steve Durgin, Denise Roy-Palmer, Jim O'Donnell, Lisa Lutts, Mike Roush.

**Members or alternates absent:** Dr. Craig Gemmell, Peter Cooke, BOS liaison Dave Bowers, and Alan Harding.

**Staff present:** Town Manager David Owen, Director of Planning and Development Matt Sullivan and Recording Secretary Amelia Capone-Muccio

**Guests:** N/A

1. **Call to order:** Chairman Eaton called the meeting to order at 8:03 AM. Noted a quorum was present. She appointed alternates M DeVries and J O'Donnell to sit for absent members C. Gemmell and A. Harding.
2. **Consideration of Minutes: 6/20/17**

J O'Donnell noted he was in attendance of this meeting.

***It was moved by Mary DeVries and seconded by Cindy Patten to approve the minutes of June 20, 2017 as amended. Mike Roush abstained, all others in favor, the motion passed.***

M DeVries noted they tabled the May meeting minutes last time to amend the comments of Steve Durgin. Chairman Eaton noted that she will put that on next month's agenda to address.

**3. Recertification of the economic revitalization zone**

M Sullivan passed out information of the need to recertify the revitalization zone as shown in the map provided. He noted this is also known as the Wolfeboro Business Park. He gave a brief overview of the program where the State will provide tax credits to those businesses who expand or create full time employment for the community. Currently only GI Plasteks has taken advantage of this program. He stated the scope of the letter provided is to recertify the area and confirm it continues to meet the criteria of the program.

Mr. Owen further explained this in one of the two zones designated for this in Wolfeboro, the other as shown on the map is the Center Street, Pine Street area.

S Durgin noted his concerns they should be taking advantage of this program and more discussion should happen on that as a committee.

***It was moved by Denise Roy-Palmer and seconded by Linda Murray to recertify the Economic Revitalization Zone as recommended at this meeting for the Wolfeboro Business Park.***

S Durgin stated the boundaries on the map are unclear and he would like to see this as a goal going forward to advocate and encourage businesses to take advantage of this.

Linda Murray agreed, but it should be part of the update of goals for the EDC.

M DeVries noted there is a motion on the floor and it could be amended.

**S Durgin amended the motion to include approval contingent upon including this in the updated discussion of the EDC's goals. Linda Murray seconded the amendment. Member voted and being all in favor, the motion passed.**

#### **4. Reorganization of the EDC Subcommittees**

Chairman Eaton stated that there should be a method to update the Committees and recommends they do that in September. They have established some Committees such as the digital, special events and group advertising and they should verify those are still active and provide goals for the committees for the next year.

C Patten questioned the need to provide minutes, is there a way to simplify that process.

L Murray noted that they are obligated to keep minutes as outlined in the Right to Know Law and it helps keep everyone informed.

**It was moved by Kathy Eaton and seconded by Denise Roy-Palmer to reorganize and report the membership of the subcommittees of the Economic Development Committee and if any openings exist to advertise for such at the September meeting of the EDC. Members voted and being none opposed, the motion passed.**

#### **5. Master Plan Update**

M Sullivan stated that the RFP process has begun to hire a consultant to update the Master Plan, he noted that the prior Planning and Development Director did put it out to RFP and received no responses, but this time there seems to be some interest. He noted the question is how in-depth of a study will be done since there is a limited budget. He stated the closing date for RFP's is September with the project to start in November and be complete by the end of the year.

L Murray questioned if Citizens will be part of the Committee.

M Sullivan replied yes, it will be the same as done in the past.

#### **6. WCTV/WASR**

M DeVries noted WCTV is available to do any media promotion as needed for the EDC including interviews and can start off with a brief introduction on what the EDC is. She stated WASR is also interested in providing coverage as well.

L Murray stated due to the recent departure of the Granite State News in Wolfeboro, it would be a good idea to start using these resources to get information out to the community.

M DeVries stated that the subcommittee can discuss how they want to proceed on getting information out.

Chairman Eaton noted she did reach out to the publisher of the Granite State News as discussed at the last meeting, but has not had a response.

## **7. Group Advertising**

Chairman Eaton provided brief update on the advertising campaign that they have \$2,500 committed, with 20 businesses coming on board which is a positive response. She noted the only negative feedback received is that some already feel they have this through the Chamber of Commerce.

S Durgin questioned if there is a way to funnel it through the Chamber as well to prevent duplication.

\*Secretary noted, Cindy Patten was excused from the meeting.

L Lutts questioned when this advertisement will go out.

Chairman Eaton replied late September/October was the plan as they only have enough money for one issue. The purpose of this advertisement was to promote the fall /winter season.

L Lutts noted that some museums will be closed so next year they should plan for a spring summer issue as well.

## **8. Other Business**

Chairman Eaton noted the Town Employees are doing something different this year for Employee Appreciation Day and being "tourists" for the day. She stated it is a great idea to promote the local business and downtown area where they work, but don't always get to enjoy. She stated they have a \$500 budget for the day and plan to have a "scavenger hunt of businesses or locations". She noted they were thinking of doing T-shirts but the cost is an issue and noted Fisherville has a lot of t-shirts left they did not sell like the sweatshirts did and if they should donate them to the employees to wear for the day. She noted they have really come up with a great idea. She also noted that Pastor Bill from All Saint's Episcopal Church has a background in hospitality and has an interest in being on the Committee but has another commitment on the third Tuesday and questioned if the Committee would consider moving to the second Tuesday? The Committee discussed the day and determined they need more discussion on available dates to change and will continue this discussion next month.

## **9. Town Manager's Report**

Mr. Owen reported GALA has been approved for a federal grant to purchase the old Wolfeboro Power Equipment building and needs to raise \$50,000 in a month to start a Makers Space at that location. He noted this may be difficult since the Railroad museum is having difficulty raising funds for that project. He noted the Center Street project will start after Labor Day as well as the Foss Field Pavilion project. He stated last month he noted a comment regarding the lack of information on local churches on the Town website and that has been updated to include links to the local churches in the area.

S Durgin noted the term "Makers Space" is not clear what the project is and feels more information and promotion should be done on that in order to gain financial support, he feels that term may not trigger support needed as he did not know what it meant and when that happens it sets a project up for failure.

L Murray noted that the Library is giving tours and providing information on the project to gain economic support for the Library expansion project. She also noted that South Main Street from Pickering Corner to Sewall Road will be resurfaced by the State at night.

Chairman Eaton also noted there was a positive response to the dock expansion project and there will be a public hearing August 10<sup>th</sup> in Concord She also noted they will need to re-visit the plan for upgrades of the Dockside area.

Linda Murray agreed they will need to re-visit the plan to see how to sequence the various elements of it.

M Sullivan agreed a review should be done, the green space seemed to cause a negative response but a review and update of the plan can be done.

S Durgin noted that he would be happy to take the committee to review what Meredith has done and why it is a destination for many tourists.

\*Secretary's noted Mary DeVries was excused from the meeting.

Mr. Owen noted that Wolfeboro is working moving forward to become such a destination, including addressing lodging.

D Roy-Palmer provided the advertisement information for Moose Mountain to share.

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

It was moved by K Eaton and seconded by L Murray to adjourn.

The meeting adjourned at 9:19 AM.

**Respectfully submitted,**

Amelia Capone Muccio