

Economic Development Committee

Marketing Subcommittee

Minutes of 11/05/2021

Present: Carrie Duran, (Chairman,) David Maher, Mary DeVries, Lucy Van Cleve, Kathy Fairman

Absent: Liz Baker McClain

Staff Present: Tavis Austin, AICP, Director of Planning and Development

Meeting convened at 08:30 AM.

C. Duran discussed need for assistance with meeting minutes. General discussion of staffing occurred.

T. Austin and K. Fairman agreed to assist with 11/5/2021 minutes.

C. Duran discussed the last two marketing subcommittee meetings and the suggestion to no longer proceed with Yankee magazine advertising. She continued by making a motion to set a regular meeting of the committee on the first Friday of every month at 08:30. D. Maher seconded the motion which passed unanimously. T. Austin stated he would update the Town calendar accordingly.

C. Duran stated that she had met with the Town Manager Jim Pineo on 11/04 to learn his perspective on marketing priorities, as well as his position on social media. It was learned that Town Manager did not want to support or encourage the use of the Town's Facebook page given 91-A (Right To Know Law) implications. He said If the EDC wants to have its own FaceBook page it would have to be approved by the Board of Selectmen.

T. Austin agreed, adding that an EDC page's administrator and contact would also have to be approved.

K. Fairman agreed generally with the Manager's position on Facebook adding that it tends to be negative and a source of misinformation. She added that at present the EDC does not have staffing to support social media postings and suggested using other online avenues for marketing. T. Austin suggested that Facebook posts could be coordinated with the Chamber of Commerce's Facebook page as appropriate.

M. DeVries agreed with Fairman and Austin. She also suggested that the EDC decide what it wants to market before deciding how. If tourism is no longer the thrust, what is?

K. Fairman motioned to table discussions of social media until staffing can be addressed and until there is a clear marketing message to pursue. L. Van Cleve seconded the motion which passed unanimously.

The discussion returned to identifying what the EDC should be marketing.

T. Austin said that's difficult. Citing recent decisions by the Town's Planning Board and Zoning Board of Adjustment (ZBA) he said it appears neither support any kind of business growth or development. He questioned whether or not other Town officials or the community at large are aware of the trend.

C. Duran suggested regular communications with the Selectmen regarding the status of current economic-related issues in Wolfeboro might help.

K. Fairman pointed out that if the EDC chair presented a report to the Selectmen once a month it would air on Wolfeboro Community TV, which would reach the public. She also suggested the EDC send the report to the local newspaper.

T. Austin suggested alternating reports between the Planning Board and the Selectmen, which would also improve communication with the Planning Board.

K. Fairman motioned to recommend that the EDC work to establish better lines of communication among the Selectmen, Planning Board, ZBA, and the Public by presenting alternating monthly reports on Wolfeboro economic issues to the Board of Selectmen and the Planning Board and local media. D. Maher seconded the motion, which passed unanimously.

C. Duran reported on her communications with Lakes Region Technology Center Principal Kathy Tetreault regarding the Tech Center and upcoming events. Events will include presentations by professionals outlining their career evolution process; the first presenter to be Town Manager Jim Pineo. She also suggested that the EDC have a table with appropriate marketing materials at Career Fairs held at LRTC and/or KRHS (Kingswood Regional High School.)

C. Maher suggested that students might be encouraged to fill out a short survey with a few questions regarding part-time/summer job opportunities/preferences.

D. Maher motioned to recommend that C. Duran get some prices on banners and pamphlets for the EDC to use at such events so that 2021 monies can be duly encumbered this year. K. Fairman seconded the motion which passed unanimously.

K. Fairman said she would like to reconsider the decision to eliminate Yankee Magazine advertising from the EDC Marketing Plan, saying while tourism may not be the thrust of EDC Marketing, she does not think it should be stopped completely, especially for promoting off-seasons. She pointed out that while paid subscriptions of **Yankee** (which include an on-line edition) have decreased from a life-time high of over one million to a current 300,000, the 300,000 represents readers who are choosing to purchase their information and thus more likely to read it; that **Yankee** readers love New England, outdoor recreation and are family oriented, and are the ideal visitor for Wolfeboro. She said the EDC spent \$1840 in 2019 advertising in three issues, May/ June (Travel Guide Issue), September/October (Fall issue) and November/December (Holiday issue.)

M. DeVries agreed, noting that the Chamber of Commerce placed and paid for this year's November/December **Yankee** ad.

D. Maher motioned to recommend to the EDC the expenditure of up to \$2000 from the 2021 EDC Budget for **Yankee** ads in the 2022 January/February issue, if still possible, and the 2022 May/June issue so that 2021 monies can be duly encumbered this year. L. Van Cleeve seconded the motion which passed unanimously.

M. DeVries and C. Duran will follow-up with **Yankee**.

T. Austin suggested the subcommittee consider another meeting, perhaps next week, as there seems to be momentum while a shortage of time.

Committee tentatively set a meeting for 11/12/21 at 08:30. Members to check their schedules and affirm.

D. Maher motioned and K. Fairman seconded to adjourn the meeting at 09:30. Meeting Adjourned.

Respectfully Submitted

Tavis Austin