

Wolfeboro Economic Development Committee
Marketing Subcommittee Meeting
Great Hall, Wolfeboro Town Hall
Minutes of 12/10/21

Chair Carrie Duran called the meeting to order at 9:00 am

1. Roll Call:

Present: Chair C. Duran, Mary DeVries, Dave Maher, K Fairman

Absent: Liz Baker McClain, Lucy Van Cleeve, Planning Director Tavis Austin

Staff: Planning Director T. Austin stopped in to explain he was unable to stay as he was filling in for the Building Inspector.

2. Review Minutes

K. Fairman made a motion to approve the minutes with one amendment: the second paragraph to be amended to indicate that the Marketing Committee would meet the second Friday of each month at 9:00 am. D. Maher seconded the motion and it passed unanimously.

3. Print Media

M. DeVries moved and D. Maher seconded a motion to expend \$1800 of the EDC 2021 Marketing Budget on **Yankee Magazine** ads in the March/April and May/June issues. The motion passed unanimously.

C. Duran is to submit the Pre-Invoice from **Yankee** to T. Austin for payment asap.

The ad design was discussed, and it was agreed that a decision would be made at the January meeting.

D. Maher made a motion to recommend to the EDC that up to \$1000 of the 2021 EDC Marketing Budget be spent on advertising in **The Laker** in January, February March and April. M. DeVries seconded the motion and it passed unanimously.

K. Fairman suggested the ads could promote two messages: Day Tripping to Wolfeboro in the winter/spring and Come Work in Wolfeboro. C. Duran to follow up with **The Laker**

The Committee discussed developing an On-Line Free “Help Wanted” Listing Service for Wolfeboro businesses.

D. Maher made a motion to expend \$500 of the 2021 Marketing Budget with WASR and up to \$1500 of the 2021 Marketing Budget on a Free “Help-Wanted” Listing Service. C. Duran seconded the motion and it was approved unanimously.

K. Fairman said she would reach out to a local media services company called MoxDog, which has been working with WEDCO (Wentworth Economic Development Corporation) with on-line promotion. D. Maher said he would be available to meet with them too.

4. Marketing Budget

C. Duran said she still believes a social media plan should be part of the EDC Marketing Plan.

M. DeVries said she is not in favor of the EDC having a social media platform unless a paid staff person is hired to administer it.

K. Fairman suggested that the on-line Help Wanted Service may be the beginning of the EDC’s on-line presence and could lead to a social media plan with a hired service.

The need for an Economic Development Director was also discussed. It was suggested that EDC could prepare a proposal for the town to consider at the 2023 Town Meeting, pointing out that an ED Director would not cost the town money in the long run.

5. New Business

No new business was brought before the meeting.

D. Maher made a motion to adjourn, K. Fairman seconded the motion and it passed unanimously.

The meeting adjourned at 9:50 am

Respectfully Submitted,

Carrie Duran, Chair