

**Economic Development Committee
Meeting Minutes
Draft-10-27-2020**

Members or alternates present: BOS liaison Linda Murray (remote), Bill Petersen (remote), Steve Durgan, Mary DeVries (remote), Liz Baker-McLane (remote), Kathy Tetreault (remote), Carrie Duran (remote) Dave Mahar (remote), Robyn Masteller (remote) Mike Hodder and Kathy Fairman Eaton.

Members or alternates absent: BOS alternate Dave Bowers

Staff present: Amy Capone Muccio, Recording Secretary and James S. Pineo, Town Manager, (remote)

Guests: N/A

1. **Call to order:** Chair Kathy Fairman called the meeting to order. She read the attached script for the remote portion of the meeting. (See attached)

2. Consideration of Minutes

8/18/2020

It was moved by Mary DeVries and seconded by Liz Baker-McLane to approve the minutes of August 18, 2020 as submitted. Members voted, Steve Durgan-yes. Bill Petersen-yes, Mike Hodder-yes, Steve Durgan-yes, Mary DeVries-yes, Kathy Eaton-yes and Linda Murray-yes, the motion passed.

9/15/2020

M. Hodder amended page three, believes the motion vote is incorrect and provided correct votes.

It was moved by Mary DeVries and seconded by Liz Baker-McLane to approve the minutes of August 18, 2020 as submitted. Members voted, Steve Durgan-yes. Bill Petersen-yes, Mike Hodder-yes, Mary DeVries-yes, Robyn Masteller-yes, Kathy Eaton-yes, Carrie Duran-yes, Kathy Fairman Eaton-yes, Kathy Tetreault-abstained, Dave Mahar-abstained and Linda Murray-yes, the motion passed.

3. Old Business

Yankee Magazine

K Fairman stated they have received the latest statement from Yankee Magazine and it shows a credit balance. She stated it looks like they need to get some clarity on the payments to Yankee Magazine and Lakes Region Tourism membership. She stated that for Yankee Magazine we would like to recommend the ad for January and February again, but the cost of such is much more than anticipated but will include a digital opportunity as well and will cost \$570. In 2021 it will be \$620.

It was moved by Kathy Fairman and seconded by Bill Petersen to approve the expenditure of up to \$620 for the Yankee Magazine January/February ad. Members voted: Kathy Eaton-yes,

Carrie Duran-yes, Kathy Fairman Eaton-yes, Kathy Tetreault-abstained, Dave Mahar-abstained and Linda Murray-yes, the motion passed.

Consultants

K Eaton stated they have \$1,599 in this budget to conduct a survey of the number of tourists that come to Wolfeboro, but they have not been able to get an accurate cost of such project.

M. Sullivan replied that he feels that this would not be enough funds to cover a project such as this and not sure it would even be feasible to do. He feels the marketing is more critical and these funds would be better spent in that line.

L. Murray noted there seems to be a posting error in the advertising line.

M. Sullivan agreed that the Yankee Magazine add was posted to the wrong account and will get that corrected.

K. Eaton questioned how the Committee felt about moving the consultant funds this year to the advertising budget?

M. Hodder agree it would be better spent on the advertising.

B. Petersen disagreed. He feels that it's another case of kicking the can down the road, and that is important information they need to know.

M. Hodder stated but we can't get what we need for those funds.

M. Sullivan agreed a study of the magnitude would cost a lot more than \$1,500.

M. Hodder questioned why don't they put out an RFP and see what the cost would be.

M. Sullivan replied he agrees that would be a wise decision and the only way to know the cost.

M. Devries feels that they do need a more accurate cost figure and should use the funds in marketing this year. They should create the project then budget for the funds.

L. Murray agreed to move the funds to marketing, then create the RFP and budget for funds in 2022.

*Kathy Tetreault joined the meeting to just listen.

S. Duran questioned if the defined what a visitor is?

K. Eaton replied it is going to be a complicated project and they are not prepared to use those funds for that this year. She is also not in favor of spending funds just because they have them.

L. Murray the RFP should be a work item to obtain what is need to get that out next year.

It was moved by Linda Murray and seconded by Mike Hodder to move the consultant funds of \$1,599 to the advertising budget and for the EDC to work on drafting an RFP for a survey project of visitors to Wolfeboro to get an accurate budget figure for the 2022 budget.

Members voted, Steve Durgan-yes. Bill Petersen-yes, Mike Hodder-yes, Robyn Masteller-yes, Mary DeVries-yes, Kathy Fairman-yes, Dave Mahar-yes, Carrie Duran-yes, Kathy Tetreault-abstained and Linda Murray-abstained, the motion passed.

2021 Budget

K Fairman stated to date they have spent nothing on recording secretary funds since they have not had their own secretary, but will get one soon. She noted that this is an opportunity to encumber some funds to catch up our files as well as use the funds for something they have been needing to do.

Mike Hodder questioned the \$1,599 in consultants.

K Fairman replied they had intended to use those funds for the visitor survey, but M. Sullivan had stated that that would be not enough funds to get what is needed. She questioned if they should use those funds towards advertising this year, something they need to do and put out an RFP to get a more accurate cost for the visitor survey.

The Committee discussed that idea and agreed a more concrete figure is needed for the survey and the funds would be much better used in advertising.

It was moved by Liz Baker-McLane and seconded by Dave Mahar to approve the Economic Development 2021 proposed Budget, the same as last year. Members voted, Steve Durgan-yes. Bill Petersen-yes, Mike Hodder-yes, Mary DeVries-yes, Kathy Fairman-yes, Liz Baker-McLain-yes, Robyn Masteller-yes, Dave Mahar-yes, Kathy Tetreault-abstained, Carrie Duran-yes, and Linda Murray-abstained, the motion passed.

Social Media

Carrie Duran stated that as part of the EDC's mission, Social Media presence is important, and she has provided a draft Social Media policy. She currently manages several social media pages and looked at the town's accounts and feels there are some that are not being used as actively as they could be. She stated in order for this proposal to work it will take regular posting from the EDC and the challenge with that is the man hours. She provided a job of a social media coordinator that could do this regularly since it would need to be a staff person to do it.

Kathy Fairman thanked her for providing this information and she recalled that they had talked about using the Town of Wolfeboro one, but it looks like she is recommending making their own.

Linda Murray stated that the Last Night Wolfeboro has their own Facebook account to promote their program and they have a member of their subcommittee who likes to do the posting for them.

R. Masteller suggested not allowing comments, but agreed social media is the way to go.

B. Petersen agrees as well and noted we are late to the game on social media, he thinks it should be the Town page with an economic push as his favorite social media town pages are the Police and Electric Department pages.

James Pineo stated that he is in agreement the page would have comments turned off, but has concerns about the Town's pages as now they have to deal with the right to know requests on these page postings. He questioned where the 10 hour of week person for posting would come from as this would be problematic to add to our current staff's workload.

Linda Murray noted that the social media and website is not the official record of the town, it is still the Town Clerk. She stated that the town website is not even up to date and needs more attention.

Carrie Duran stated part of the 10 hours would be researching the other sites for sharable content and questioned what the Facebook page should look like.

Mr. Pineo replied that they did have a committee at one time that was addressing the needs for IT and website needs. He is recommending resurrecting that committee and he feels that our problem for the Town is beyond Facebook but is our presence with the website and that we only have a 10 hour per week IT person but have 40 hours' worth of work needs in IT.

Mary DeVries stated that we don't have a budget for this and they cannot add this to the Planner's duties. She feels that the social media presence should be economic development focus with a tourism presence. She has more interest in a page that provides content vs. just sharing other content. She thinks the approach to this is backwards, and they should be discussing the funding to establish something then discuss the content and method to publish.

Kathy Fairman stated this is a good discussion and agrees that there is more to it than social media and agrees with the need to revive an IT Committee to look at it globally. She is not opposed to starting an EDC page, but feels they need to have more discussion on the topic of how to implement it and how they plan to provide better communications.

Carrie Duran questioned the next step, the action item?

Mr. Pineo replied that the Town would work to resurrect the Information Systems Advisory Committee, from there they can add sub committees from other committees to it.

L. Murray noted that the former committee was more on communications and the process, but we are talking about social media which is new to that committee.

Kathy Fairman stated at this point we will leave it with the resurrection of that committee and discuss it again in the future.

L. Murray noted the Board of Selectmen will be meeting with the Budget Committee at one of their meetings coming up and she could present the idea of resurrecting the committee to address the concerns about the website as well as social media presence.

4. New Business

Dock Committee

Dave Mahar provided a brief update of the first meeting last Monday and there will be weekly meetings going forward. The first plan was overview of what has been discussed and presented in the past and the goal will be to have a plan to recommend to the Board of Selectmen.

Tourism Collaboration

Mary DeVries stated that the Wolfeboro Chamber of Commerce has collaborated with six other area Chamber of Commerce's with funding provided from the CARES Act and they have until December 30, 2020 to expend the funds. The goal of this regional group is to promote tourism marketing with photos and videos of the Lakes Region, work force development with a virtual job fair on November 19th followed by a virtual career day and for PPE that is needed for business to operate.

Kathy Fairman questioned when they would be filming?

Mary DeVries replied that is unknown as of right now, but a list was provided of where they wanted to showcase.

Mike Hodder suggested extending beyond the Granite State News when covering it to the Conway Daily Sun.

EDC Rules of Procedure

Kathy Fairman stated that the questioned arose as to our rules of procedure and she was informed that the Board of Selectmen are drafting a set of rules to be used by the Town Committees.

- Next Meeting November 17, 2020 at 8:00 AM

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

It was moved by Steve Durgan and seconded by Kathy Fairman Eaton to adjourn. Being all in favor, the motion passed.

The meeting adjourned at 9:31 AM.

Respectfully submitted,
Amelia Capone Muccio