

**Economic Development Committee  
Meeting Minutes  
Draft 11-24-2020**

**Members or alternates present:**

Chairman Kathy Fairman Eaton (member), BOS liaison Linda Murray (member), Bill Petersen (member), Liz Baker McClain (member), Kathy Tetreault (member), Carrie Duran (member), Dave Maher (member), Robyn Masteller (member), and Mary DeVries (alternate)

**Members or alternates absent:**

BOS alternate Dave Bowers, Steve Durgan (member), Michael Hodder (alternate)

**Staff present:**

Tavis Austin, Wolfeboro Director of Planning and Economic Development, Amy Capone Muccio and Recording Secretary Christine Doherty

**Guests:** N/A

1. **Call to order:** Chair Kathy Fairman called the meeting to order at 8:03 AM  
She read the attached script for the remote portion of the meeting. (See attached)

**2. Consideration of 10/27/2020 Minutes**

It was moved by Bill Petersen and seconded by Liz Baker McClain to approve the minutes of October 27, 2020 as amended. Members voted, Linda Murray-yes. Bill Petersen-yes, Mary DeVries-yes, Liz Baker McClain-yes, Kathy Tetreault-yes, Carrie Duran-yes, Dave Maher-yes, Robyn Masteller-yes, Kathy Fairman-yes and Linda Murray-yes, the motion passed unanimously.

3. **Kathy Fairman introduced Tavis Austin as the town's new Director of Planning and Economic Development and Christine Doherty as the EDC's new secretary**

**4. Old Business**

**Town Dock Expansion**

Dave Maher reported that the town plans to move forward with the repair and extension of the town docks and is currently accepting bids for repair work to begin Spring 2021. Extension work will begin in the Fall of 2021

The dock farthest to the left will not be extended due to ongoing discussion with the abutting property owner, and the dock farthest to the right will not be extended at this time to continue accommodating docking for the M/S Mt Washington.

Selectman Linda Murray explained that once bids come back then a figure can be presented to the BOS (12/15/2020) and at that time the Selectmen will decide whether a bonded or cash warrant article will be needed. This is still a work in progress.

**Social Media Plan/Information Systems Advisory Committee**

Linda Murray reported that the Advisory Committee has not yet been reinstated, but that the

BOS has included funds for a full-time IT person (an increase from the current 10 hours/week) in the 2021 Budget it is proposing to the Budget Committee.

### **Last Night Update**

Fireworks and Holiday Parade have been cancelled.

There will be a meeting on 12/1/2020 to discuss a possible in person scavenger hunt.

Virtual activities will be available from 10am-5pm

Santa will not visit with children in his hut this year but there will be a drop box at Santa's Hut for children to drop off letters. Santa will make unannounced appearances around town from time to time.

## **5. New Business**

### **Downtown Business Survey**

The survey of the number of employees per business in 2019 and 2020 will help to prepare a case to support the dock extension work by determining how many jobs would benefit from additional dock spaces, as well as show the impact of the Covid Pandemic on tourism-related jobs between 2019 and 2020.

A committee is needed to call businesses within walking distance of town docks. The Survey will include both On- and Off-season number of employees (May-Oct and Nov-April) in both 2019 and 2020 and the type of business.

For the purposes of the survey "downtown" will include the Inn on Main to Pickering Corner, Center St to the Rt 109A/Elm St loop, Bay St and Varney Rd.

Robyn Masteller, Carrie Duran, Liz Baker McClain and Christine Doherty volunteered to help with the phone calling. Kathy Fairman will coordinate the list. The plan is to complete the survey by 12/15/2020. Carrie suggested we do a news release and Robyn a uniform script for the callers. Kathy asked Carrie to do a draft of a news release.

### **EDC Master Plan Goals (MPG)**

Kathy Fairman reviewed the EDC member "Survey of Master Plan Goals" taken in June/July 2020, recommended three EDC MPG Project Committees and updated other EDC related Master Plan Goals (See report attached.)

Discussion followed:

RE: Project Committee # 2: Kathy Fairman said there is an annual report from the state that has a list of the largest employers in Wolfeboro and other useful information which may be helpful to this committee, but she hasn't seen it this year. Tavis said he would look for it.

RE: Project Committee #2 Tavis Austin asked for visions of what a conference center in Wolfeboro would look like and where is the best location.

-Kathy Fairman said she pictures a resort/hotel facility in Wolfeboro Falls along Back Bay where the old Excelsior Mill used to be located.

Re: Project Commiottee #3

- Bill referred to SMERF market – filling in our off-season. SMERF is an acronym used in the travel and tourism industry to describe the five small group meeting market segments – Social, Military, Education, Religious and Fraternal. Some of the target groups of a well-rounded strategic marketing plan typically include leisure, business and meeting travelers.

- Hotel/center Should be downtown or within walking distance.
- Coordinate a conference center with a community center
- How can we make Wolfeboro the hub of something (like pickleball)

Project Committee Discussion concluded.

Kathy Fairman reported that Mike Hodder declined to serve on Project Committee # 3. Dave Maher volunteered to take his place. All other committee assignments were accepted.

Project Committees #1 and #2 will try to meet once and report at the December EDC meeting  
Project Committee #3 will have its first meeting in January.

Carrie Duran asked if she could return to the Social Media Topic. The chair agreed.

Carrie expressed concern that the EDC is not moving forward with its own FaceBook Page to increase the town's social media presence.

Tavis said there is a need for social media guidelines.

Kathy Fairman suggested Tavis and Carrie meet and review Carrie's previous Social Media Plan and report at the next EDC meeting. They agreed.

**#6 Town Manager/Selectmen's Representative Report.** Nothing to report

**#7 Other Business.** Nothing to report

**#8 Next Meeting December 15, 2020 place TBD**

**#9 Adjournment**

It was moved by Dave Maher and seconded by Bill Petersen to adjourn. Being all in favor, the motion passed.

The meeting adjourned at 9:33 AM.

Respectfully submitted,  
Christine Metcalfe Doherty  
11/27/2020