

## **Wolfeboro Economic Development Committee**

Tuesday, June 21, 2016, 8 a.m.

Wolfeboro Public Library Meeting Room

**Meeting Minutes – Draft**

**Members present:** Chair Kathy Eaton, Vice Chair Denise Roy-Palmer, Alan Harding, Lisa Lutts, Cindy Patten, Steve Durgan, Mary DeVries, Board of Selectmen/EDC Liaison Dave Bowers and Board of Selectman/EDC Liaison Alternate Linda Murray,

**Members/staff absent:** Town Manager Dave Owen, members Dr. Craig Gemmell, Mike Roush, and alternates Steve Johnson and Jeff McGuinness

**Staff present:** Director of Planning and Development Rob Houseman, Recording Secretary Larissa Mulkern

**Call to order:** Chair Eaton called the meeting to order at 8:03 a.m. Mary was asked to sit in as a voting member for Mike Roush

**Approval of Minutes:** Denise made a motion to approve the minutes with one correction to the last page. Cindy seconded the motion. Members voted all in favor, the motion passed.

### **1. Old Business:**

- a. **Committee Reorganization** – Alan nominated Kathy Eaton to serve another term as Chair of the EDC and Cindy Patten to serve as Vice Chair. There being no other nominations, Lisa seconded the motion. Members voted all in favor and the motion passed.
- b. **Weirs Beach Sign Design - and Cost** – Kathy shared photos of the Weirs Beach dock and the covered ticket booth and brochure display area. A four-foot by five-foot permanent sign advertising Wolfeboro as a destination will be installed above the brochure rack. Kathy shared two versions of the sign design: one with “Discover Wolfeboro” in yellow letters and a second one in red letters. Members noted that another group uses the phrase, “Discover Wolfeboro,” on a Facebook promotional page. Cindy suggested “Explore Wolfeboro.” Members discussed several phrasing and letter coloring options. Mary made a motion to create the sign using the yellow lettering with the main phrase, “Just Across the Lake.” Discussed ensued. The motion was amended to pursue production of the sign that uses, “Explore Wolfeboro,” as the phrase, and to pursue the best value. Lisa seconded the motion. Kathy abstained from the vote. All other members voted in favor of the motion and the motion passed. WEDCO will contribute \$100, Kathy will contribute \$100, and Cindy [Black’s Paper & Gifts] and Lisa [NH Boat Museum] will split the remaining shortfall.
- c. **Town Website Update:** Rob updated members on the status of the Town website redesign and showed a working draft mockup. The home page, [www.wolfeboronh.us](http://www.wolfeboronh.us), will feature a revolving photo, a banner, and links to meetings, events, social media, departments and committees, and news that will feature real time updates for ongoing construction projects, and alerts from Water, Municipal Electric, Public Works, Police and Fire Department. This is a scalable platform that will adjust to whatever device [cell phone, laptop, tablets, etc.] utilized to view the page. The newly designed site will include links to businesses and

nonprofit organizations. Another feature is the ability to click on a pin on the Planning and Zoning Board pages to access descriptions of projects and applications. Rob asked members to let him know if there is outdated information on the existing website. The website project may take another six to eight weeks before it is submitted to the Board of Selectmen for approval.

## **2. New Business:**

- a. Marketing:** Kathy said the committee has \$1,000 set aside in total budget for advertising. Mary said the State of New Hampshire Department of Resources and Economic Development had not yet decided to publish *Innovate in the Granite State* this year. Kathy said there is a good advertising opportunity in the *2017 Business Services Guide* published by *New Hampshire Business Review* in July. Members acknowledged a recent spread on Wolfeboro that appeared in New Hampshire Magazine. Lisa added that New England Cable News taped a segment at the Boat Museum. Kathy asked for suggestions for advertising venues. Mr. Bowers suggested that the local newspapers like the Granite State News should not be overlooked. The GSN has a large out of town circulation.
- b. Fisherville, 2016-2017-** Linda said there is a surplus of 2015 Fisherville sweatshirts leftover. The sweatshirts are good quality, but are dated. Rob suggested bringing them to a silkscreen shop to blank out the year or add new year(s). The sweatshirts can be sold during sidewalk sale days or during the Independence Day Parade.
- c. BR&E Committees:** Christine Collins from Wolfeboro Parks and Recreation Department, and Caroline Nolan of Nolan's Restaurant have joined the Business Retention & Expansion Special Events Committee. Kathy said the search is still on for a volunteer media representative for the Task Force. That person would write press releases and get the word out on activities. Kathy distributed a list of BR&E committee members.

## **3. Other Business/updates:**

- a. Families in Transition:** Transitional housing for homeless students and families has been approved.
- b. Woodbine Senior Living Center:** The Zoning Board of Adjustment extended approval for this project for one more year. Rob said the request was based on the requirement for community water system approval by NH Department of Environmental Services; the plan requires two water supplies; two wells have been drilled more than 1,000 feet deep, but after testing DES concluded the two wells are hydrologically connected. Additional drilling is needed. The owners have invested heavily into the project.
- c. Pickering House:** The new owners are exploring tax incentives for historic preservation.

## **4. Town Manager/Selectmen's Representative Report:**

- a.** Linda said the Board of Selectmen issued all the boat landing permits for the year and has also entered into a license agreement with a local jet-ski rental business. This shows a partnership between the town and local young people doing business.

- b. Wolfeboro Oil tanks and Freight House: Rob said the Town evaluated the Freight Housing building and concluded that with lead paint and other issues, the building is not worth saving. The seller has still not found someone to remove the 10,000-gallon fuel storage tanks from the property, a condition of the Purchase and Sale agreement with the Town of Wolfeboro. The tanks are being advertised on Craig's List, but thus far there have been zero inquiries.
- c. Rob reported a slight reduction in the Town's electric rates after entering into a five-year agreement. The Town's rate will be the second lowest in the state behind Littleton.
- d. Master Plan: Rob reported the master plan update process is kicking off. The Town is working with the UNH Survey Center. The planning department has an intern, Robert Shelton, working to frame out the technical side of data mining. The goal is to complete a community survey this summer.
- e. The Board of Selectmen completed an amendment to the liquor permit policy that would allow for a Beer Fest to be held Aug. 13 at the Abenaki Ski Lodge. The event is a fundraiser for the Friends of Abenaki and Camp Sunshine.

Kathy reminded that businesses should urge employees to park outside of downtown. Parking spaces are available at the Town's lots and in the lot near the Pickering House. Steve Durgan continued discussion of parking, calling it the number one issue the committee should tackle. Members discussed the parking issue and the potential for adding docks at Dockside. No decisions were made.

**Adjournment:** A motion to adjourn was made by Cindy and seconded by Steve at 9:40 a.m. The motion was approved.

Respectfully submitted:  
Larissa Mulkern  
Recording Secretary  
June 26, 2016