

Wolfeboro Economic Development Committee  
Minutes of 12/20/21 Monthly Meeting  
Great Hall, Wolfeboro Town Hall

**1. Call to Order**

Chairman Dave Maher called the meeting to order at 8:00 am

**Present:** Members Chair Dave Maher, Kathy Fairman, Carrie Duran, and Brian Deshaies, BOS (Board of Selectmen) representative. Alternates Mary DeVries, Barry Elliot, Lucy Van Cleeve and Selectman Linda Murray, BOS alternate

**Staff:** Planning and Economic Development Director Tavis Austin

**Absent:** Members Steve Durgan, Kathy Tetreault, Jeremy Roberge, Liz Baker McClain, Alternate: Domenic Endicott.

Chair Maher appointed alternates M. DeVries, B. Elliott and L. Van Cleeve to act as voting members for this meeting.

C. Duran asked if any progress had been made on hiring a clerk for the EDC. Selectman L. Murray said she did not think so.

D. Maher asked L. Murray about the process to fill member and alternate vacancies. She explained that the openings must be noticed (advertised) and then applicants are reviewed and appointed by the Board of Selectmen. Existing alternates must reapply to be appointed as members. They can do that through Amy Capone Muccio in the Town Manager's Office.

**Approval of Minutes**

K. Fairman moved to amend the November 16, 2021 EDC Meeting Minutes to include the following under "Planning Director Update:"

"T. Austin reported on upcoming agenda items for the Wolfeboro Planning Board including Taylor Home expansion plans and discussion about residential density in the CBD (Central Business District) and Pine Hill zones."

And to correct in the last paragraph "Liz McClain" to "Liz Baker McClain."

L. Van Cleeve moved to approve the 11/16/21 EDC Minutes as amended. B. Elliot seconded the motion and it was approved unanimously.

**BOS Updates**

L. Murray reported that First Night (an EDC sponsored event) would be going forward in-person. She reviewed the schedule, including Fireworks at 6 pm: \$2500 paid for by the Town of Wolfeboro and \$2500 by donations from local businesses.

Proposed 2022 Warrant Articles are expected to be finalized at the January 5, 2022 BOS meeting including those pertaining to bond issues such as the Commercial Docks and Dockside Parking area.

She suggested the EDC may want to take a position on plans to repair and/or expand sidewalks. A CRF (Capital Reserve Fund) had been established a few years ago for construction of sidewalks on Bay Street. A new CRF has been proposed to fund only repairs to existing sidewalks. "I think we need to find a balance here," she said.

B. Elliott expressed concern with spending town money for outside engineering consultants when the town has someone on staff, Public Works Director Dave Ford, who can do it. He cited the proposed Warrant Article for \$125,000 for engineering at the Pop Warner facility as an example.

L. Murray agreed and explained that last year the BOS proposed hiring a separate PWD to manage the DPW, so Ford could focus on projects like this and others like grant applications. However, the Budget Committee did not support the new position and it failed to pass with the voters

Chair Maher asked what subjects the EDC should address in its upcoming report to the BOS

T. Austin suggested waiting until the Warrant Articles are finalized before commenting on this year's proposals.

T. Austin, L Murray and Selectman B. Deshaies explained that the process starts in the fall when the CIP (Capital Improvements Committee) meets and departments heads begin submitting their budgets.

C. Duran asked if Tavis could provide the EDC with a calendar "sort of Town Civics 101."

### **Planning Director Updates**

T. Austin reported there is planning board discussion about increasing the residential density allowed in the downtown core. He has concerns about the impact on the town sewer system; ie, he said the current proposed warrant articles to upgrade pumping stations only provide for the existing density, not for expansion.

L. Murray said an analysis of the town's water and sewer system is necessary before increasing density.

B. Deshaies added that the public doesn't understand a lot of these things.

M. DeVries suggested that the town's cable TV station, WCTV is good for getting information to the public and that the EDC could use that throughout the year.

### **Marketing Budget/ Work in Wolfeboro**

C. Duran reported on recommendations approved by the Marketing Committee at its December 12, 2021 meeting.

The committee supports a marketing effort to attract workers living within commuting range of Wolfeboro, (up to an hour.) to help ease a shortage of workers brought about in part by a lack of workforce housing.

C.Duran moved that the EDC expend up to \$1000 from the 2021 Budget for winter advertising in **The Laker** to be used to promote winter day trips to Wolfeboro and "Work in Wolfeboro." L. Van Cleeve seconded the motion and it passed unanimously.

C. Duran moved that EDC expend up to \$500 from the 2021 Budget for advertising on WASR Radio. M. DeVries seconded the motion and it was approved unanimously.

D. Maher said he and K. Fairman met with a local digital agency called MoxDog to discuss creating a free "Help-Wanted" on-line listing service that could be used by Wolfeboro businesses. MoxDog is currently partnering with WEDCO (Wentworth Economic Development Corporation) with a special offer for digital service.

He explained that this would be a pilot program with the goal to help Wolfeboro businesses reach fulltime/part time, year-round/seasonal employees who live within commuting distance, promoting Wolfeboro as a desirable place to work.

There would be no charge to Wolfeboro businesses to advertise, however he suggested the EDC could also offer paid sponsorships to businesses where their business logos would be included on the website as sponsors along with the Town of Wolfeboro. This could help pay for promoting the site.

D. Maher moved that the EDC approve the expenditure of \$3000 with MoxDog for the program with \$1500 coming from EDC 2021 Marketing finds and \$1500 from 2022 Marketing funds. K. Fairman seconded the motion.

T. Austin and L. Murray indicated that the proposal should be reviewed by the Town Attorney to be sure it is an appropriate expenditure of town funds.

D. Maher said he doesn't view it as any different than placing a print ad to promote tourism.

The motion was approved unanimously, pending review by the Town Attorney.

T. Austin pointed out that all signed contracts allocating 2021 funds had to be in his office by the end of the following day, December 21, 2021.

**Other Business**

K. Fairman suggested that the EDC should compile and conclude its 2021 business survey, however, the Committee has lost its chair and administrative assistant.

B. Elliot made a motion to adjourn at 9:24, L. Van Cleeve seconded, and it passed unanimously.

Respectfully submitted,  
Kathy Fairman, Member