

08/16/2022

Meeting Location: Wolfeboro Town Hall Time: 8:00 AM-9:00 AM
84 South Main St. Wolfeboro, NH Third Tuesday, monthly

Board Members: Lucy Van Cleve, Carrie Duran, Mary Devries (Alternate), Liz Baker McClain, Brian Deshaies (BOS Representative), Linda Murray (BOS Representative alternate), Jenn French

Tavis attended

The Mission of the Wolfeboro Economic Development Committee is to identify opportunities to enhance the economic growth and opportunity of the Wolfeboro community and to encourage actions to achieve economic health while balancing the town's environment, character and culture.

The EDC was established and appointed by the Board of Selectmen in 1992 and serves in an advisory role as a bridge between the public and private sectors.

Call to order – Meeting Begins (Lucy) - 8:08

- Consideration of minutes from June 19, 2023
- In attendance (accurate as above)
- Mount Washington Event Recap

LVC - Event was a success, thanks you to Brian Deshaise. Amy Landers - people at the Mount were very impressed. We were the only town that put together a celebration. LVC describes the event. CD - Appreciated a family friendly event outside. LVC - Word got out that the best place to view was under the show. Brian - We can aim better in the future. LVC - it was expensive. Brian - we spent \$10K and of it \$8k was raised from private donations. Linda - Some people really prefer the presentation to fireworks. Brian - maybe on the 4th of July could be both displays. Cut the environmental impact of the fireworks.

Add fireworks to a future discussion?

Marketing Updates (Carrie/ Lucy)

- Yankee Fall Advertising - LVC - We can go into the NOV and DEC versions of the Yankee Magazine. Thanks to Mary for finding the old ads. We need to make our decisions on the ads before 8/31. It looks like we have had ads in the holiday issue of the magazine. Brian - does Yankee have an online presence we could be a part of? LVC - Yes and we could be a part of this. Nov - Dev Newengland.com will present the ad. 1.2 million plus adults read the magazine. \$1400 for advertising. Mary - from the visitor center - we get leads out of Yankee. We no longer get the mailing list, but we still get calls saying that they saw our ad in the magazine. LBMCC - We need to have an ad so that we are in the editorial content.

VOTE - Jen Moves and Liz seconds - unanimous approval.

Linda - we are under budget. We have spend \$134 dollars and we have almost \$6k.

LVC - met with Terry and went over budget. Linda - we can't prepay the next year with this years money. LVC- we need to spend more money. Tavis - or ask for less money. We have 4 months left. Can we support last night. Lakes Region Advertising - we will spend some on this.

Tavis - we don't need to include budget in the future. Linda - But what about the person we may hire for a single meeting. We did agree to create a permanent part time person and that budget may include this money. We are hoping to hire someone of that position and I am not sure that if this budget is included. Leave it in there for now.

Mary - We have used budget for business development in the past. Can we do it again. LVC - Yes and good idea. I met with the Lakes Region Tourism Association regarding our plans for the year.

Vote - LCV - \$299 for a membership to LRTA - Carry made a motion, Jen Seconded - vote was unanimous.

Entered into the record - Mary wanted to go on the record as saying she was against having a printer outside of Wolfeboro to print. Carry - Yes, I agree. I just worked with the company I was already working with. Brian - at blacksmith was able to have my contact at the banner place help with layout and editing. LVC - I am going to call Kingswood press to get pads of paper for the leave behind piece. Who do we ask about getting an email address? Tavis - we have it and I get it. For the record - Nothing has come in. Linda - can we put the email address at the bottom of the logo? LVC - Yes! And the PO Box. And a phone number. Tavis - Amy should do it. Mary - make sense. She could direct the calls.

- Leave behind piece

LVC - For Jen - We are talking about about creating a leave behind item for small businesses so that they have a way to get in touch with a member of board. EDC@wolfeboronh.us will be the email address.

- Budget 2023

Linda - walks us through the budget and budget schedule. Mary - I don't see the EDC Director position. We may not have a plan for that position and need to kick it to next year, but I noticed it wasn't meeting.

Linda - we should break out the amounts by the event or season we are advertising. It will answer the questions before they are asked. Brian - we can talk about local event advertising

- Master Plan Update?

- Economic Development Director?

Town Planner Update (Tavis)

Board of Selectman Update (Linda/ Brian)

Chamber Update (Mary)

Upcoming Meetings, Events

- Next meeting: September 20, 2022 8 am Wolfeboro Town Hall (3rd Tuesday each month)

Other Business

Adjourn - Need Motion