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7/20, 2018 3:00 P M

Economic Development Committee

Meeting Minutes

DRAFT-July 17, 2018

[Signature]
WOLFEBORO, N.H. TOWN CLERK

Members or alternates present: Chairman Cindy Patten, Craig Gemmell, Steve Durgan, Alan Harding, Bill Petersen, Linda Murray, Dave Bowers, Kathy Eaton, Peter Cooke, Mary DeVries, Jim O'Connell, Dave Schapell and Kathy Tetreault

Members or alternates absent: Denise Roy-Palmer

Staff present: Town Manager Becky Merrow, Director of Planning and Development Matt Sullivan and Amelia Capone Muccio-Recording Secretary

Guests: John Simms

1. **Call to order:** Chairman Patten called the meeting to order at 8:03 AM and noted a quorum was present.
2. **Consideration of Minutes: 5/15/18**

It was moved by Craig Gemmell and seconded by Bill Petersen to approve the minutes of May 15, 2018 as amended. Members voted, all in favor, the motion passed.

3. Introduction of Town Manager

Chairman Patten welcomed Becky Merrow to their meetings. She had the members go around the table and introduce themselves to her.

4. Special Events Committee Update

Linda Murray stated the Fisherville Committee has \$500 left in their advertising budget and since that committee has been unable to get that off the ground, she suggested it be used for the Last Night Committee events.

Kathy Eaton noted a new idea was presented for Fisherville in moving it to Back Bay adjacent to the Bridge Falls Trail, which would work better for the event.

L Murray agreed they could discuss that idea and reallocated funds for 2019, these funds are for 2018 that haven't been used yet.

It was moved by Mary DeVries and seconded by Craig Gemmell to approve the reallocation of \$500 from the Fisherville Committee to the Special Event Committee event for Last Night. Members voted, all in favor, the motion passed.

5. Marketing Committee Update

Kathy Eaton stated that \$1,000 was allocated to promote businesses in Wolfeboro. She updated the EDC that \$600 was used to put an ad in the 2018 NH Business guide and she provided an example of that ad. The rest of the funds was used to put another ad in Yankee Magazine for the September and October editions which have provided them with proven inquiries to Wolfeboro.

Mary Devries elaborated that Yankee Magazine provides them with the ability to track those seeking more information about Wolfeboro and it started out by the Chamber mailing information to about 60 inquiries and the most recent request was for 400. She also noted the 101 things to do in Wolfeboro has generated a lot of inquiries for those calling the Chamber for that list specifically.

6. Master Plan Update

Matt Sullivan provided a brief update of the status of the Master Plan update and the committees are continuing to meet with good attendance and progress is being made. The goal is still to have a draft version ready for September or October. He noted they held a forum on June 19th and plan to host another on August 21st. This time they are doing a public mailer for this forum to generate more attendance and input.

*D Schappell was excused from the meeting at 8:23 AM.

Allan Harding noted Matt has been doing an excellent job and feels it may be helpful for some of the EDC members to provide input or hear what is being discussed in the meetings.

M Sullivan noted the Arts & Heritage Committee seems to be the closest related committee to the mission of the EDC and suggested they received some of the information they have been discussing.

D Bowers noted that the focus has always been on the "Oldest Summer Resort in America", but he wondered if the Jewell of Lake Winnepesaukee be added to the logo, to promote tourism year round.

K Eaton suggested adding "Welcome" and "Thank you for coming", the Oldest Summer Resort in American sign on RT. 28.

C Gemmell questioned if it would make sense for this committee to review a draft of master plan relative to the committee's mission.

M Sullivan agreed that when the draft is ready it could be shared with the EDC for review and comments. He said regardless of summer, there has been great attendance at committee meetings with a diverse group of members.

K Eaton stated she would like to see the need for an employee dedicated to Economic development remain in the plan as she still sees a future need for that as well as re-discuss the ongoing parking challenges.

L Murray noted the committees she has been on have moving along and meeting regularly.

S Durgan noted with regards to the Allen "A" motel coming up for sale, he feels there is a need to address that section of town as it is an area of opportunity and noted they visited the Bartlett Tree and Auto Care plus site who did a fantastic job with the landscaping in the water shed in that area, he would like to see that as part of the development requirements in that area.

D Bowers agrees the water and sewer extension for that area needs to become a priority.

M Sullivan noted those upgrades were done with a 1319 grant, but agrees such could be encourage in upgrades to the area.

K Eaton noted both of those projects were a combination of private, grant and non-profit contributions to make that happen as it is an expensive endeavor, but agreed it should be part of the development.

L Murray stated with the expansion of the water and sewer, the storm water run-off and noise and light pollution needs to be taken into consideration. She feels that more interest could happen to develop the area, but the real concern is not to interfere with the Bridge Falls path and Lake Wentworth.

S Durgan noted that 50 years ago they had a water quality problem on Lake Winnepesaukee, they addressed it, it was expensive but it was worth it. He stated that his point is it can be done.

7. Business Updates

Chairman Patten stated that some businesses had a lot of trouble processing credit card payments on the 4th of July.

M Sullivan noted that part of the Master Plan update is reviewing the telecommunications and broadband in Wolfeboro.

C Gemmell stated at Brewster they do not seem to have a problem and suggested he put them in touch with their IT Department to get some idea on how they have been able to do that.

B Merrow noted the state is also working on making upgrades on the Public Safety side as well and can put them in touch with those contacts for that.

Kathy Eaton noted that the Kiosk proposal for upgrades and improvements will be provided at a future meeting for next year.

8. Town Manager's Report

B Merrow provided a brief update on some projects she worked on in the past relative to Economic Development and is curious if they have any data analysis she can review.

M Sullivan replied they have a business retention and expansion study he will forward her to review.

9. Board of Selectmen update

D Bowers noted that the Selectmen are excited about what Ms. Merrow will bring to the table as her background is different from Mr. Owen.

L Murray noted they also have a new Selectmen Paul O'Brien who brings a new dimension of technology to the Board and they are excited about what he has to offer. She agrees Ms. Merrow will bring a great dynamic to Wolfeboro and happy to have her here.

K Eaton questioned if they have hired a Finance Director.

B Merrow replied they have hired Deb Zabcar, she lives in Milton and worked for Newington NH's Finance office.

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

It was moved and seconded to adjourn.

The meeting adjourned at 9:04 AM.

Respectfully submitted,
Amelia Capone Muccio