

Wolfeboro Economic Development Committee

Tuesday, June 20, 2017, 8 a.m.

Wolfeboro Town Hall - Great Hall

Meeting Minutes – [Draft](#)

Members present: Kathy Eaton, Mary DeVries, Cindy Patten, Alan Harding, BOS Liaison alternate Linda Murray, Steve Durgan, and Denise Roy-Palmer

Members or alternates absent: Jim O'Donnell, Dr. Craig Gemmell, Lisa Lutts, Peter Cooke, BOS Liaison Dave Bowers and Mike Roush

Staff present: Town Manager Dave Owen, Director of Planning & Development Matt Sullivan, and recording secretary Amelia Capone-Muccio

Guests: N/A

1. **Call to Order:** Chair Eaton called the meeting to order shortly after 8 a.m.
2. **Approval of Minutes:** The minutes of the May 16, 2017 regular EDC meeting were tabled as Mr. Durgan felt some of his comments were missed.

It was moved by Kathy Eaton and seconded by Mary DeVries to table the approval of the May 16th minutes to the next meeting. Members voted being all in favor the motion passed.

3. New Business

- a. **Community Calendar:** Mr. Owen noted that the Town website has three calendars, one for public meetings, one for Great Hall events and another for community events and happenings in Wolfeboro. The events calendar seems to be lacking use. Cindy Patten noted that her staff has been inputting the information, but wondered if they could open the calendar up to events going on in Tuftonboro as well and the future hope of this calendar is to link it with the Chamber of Commerce. Mary DeVries noted the Chamber of Commerce has spent years establishing the Community Calendar and it includes many annual events and any other happenings in Wolfeboro. This calendar is online as well as in print form, she feels that this may be why this new calendar is underutilized. Linda Murry noted the Park and Recreation Department also does an excellent job promoting local events and should be used as a resource when advertising events. Kathy Eaton stated based on the discussion the digital calendars is something the Communications Committee should focus on. Mr. Owen also noted that the business directory portion of the website is also underutilized and it was pointed out that they do not list any churches and such is information visitors would be interested in.

- b. **Town of Moultonborough Marketing:** Linda Murray stated that she recently learned that Moultonborough has started marketing their community as a place for the younger generation to come live, work and have a family as a means to keep the generations going. She feels this is also something Wolfeboro should start doing and become proactive to market the community for future generations. She feels promoting the community as a place to live should be a goal for the next year. Mary DeVries agrees the Chamber of Commerce also feels they should be looking at the community beyond the tourist season. Denise Roy-Palmer agreed with the comments and noted that they should update the goals of the committee.
 - c. **Updating Community Profile:** Dave Owen provided the Community Profiles Work Sheet for Wolfeboro, New Hampshire and noted it needs a review for updating. The Committee divided up checking the status of the town's largest employers. Matt Sullivan suggested updating the high speed internet connection information.
- 4. **Old Business**
 - a. **Group Advertising Committee:** Mrs. Eaton provided an update on the co-op advertising program and that fundraising is underway with a goal of \$8,000 with several local business contributing.
 - b. **Special Events:** Linda Murray noted that there were only four members of this committee and it has been determined that the only event they will focus on is Last Night events. Kathy Eaton noted that Exeter seems to have a unique program where the businesses divide up the events and noted she would get more information on that program it may be something that Wolfeboro could do. Denise Roy-Palmer noted that maybe their focus should be promoting events rather than create events. She also noted that they are overlooking the use of Wolfeboro Community TV as a promotional resource and suggested contacting them for some advertising. Kathy Eaton agreed as well as WASR. Mary DeVries suggested that she and Denise meet and do some research on that idea and bring it back at the next meeting.
- 5. **Other Business**
 - a. **Explore Moose Mountain:** Denise Roy-Palmer noted that Moose Mountain will be launching a Facebook page July 15th and website promoting those 7 towns that participate in Moose Mountain Regional Greenways.
 - b. **Economic News:** Kathy Eaton noted that Granite State News has closed the Wolfeboro office and moved to Meredith. She noted this is concerning since they have had a very long history of being in Wolfeboro. Matt Sullivan noted that there should not be much of a change and Wolfeboro should get coverage. Alan Harding suggested they invite them to a

meeting to discuss the concerns of closing this office. The Committee agreed.

- c. **Farmers Market:** Linda Murray noted the Board of Selectmen are updating the Farmer's Market License agreement to be sure all Wolfeboro farms are included in the market.
- d. **Dockside dock expansion project:** Mr. Owen noted there will be a public hearing on August 10th at 7:00 PM at the Great Hall.

It was moved by Linda Murray and seconded by Steve Durgan for the Economic Development Committee to take a positive stance on the upgrades to the town docks at Dockside project. Members voted being all in favor the motion passed.

- 6. **Town Manager/Town Planners Report:** Mr. Owen provided a brief update on town projects such as the paving of Spruce Road and Port Wedeln, striping of Mast Landing parking lot, and Center Street reconstruction. Matt Sullivan reported on the Rt. 28 Corridor Committee is to reconvene, way finding signage to be installed, Citizen's Bank construction to commence, Planning Board approval of Lone Wolfe Brewing Co., Brewster Academy dormitory status, and the recent zoning violation of the de la Sang Monde Great Danes.
- 7. **Adjournment:** A motion to adjourn was made, seconded, vote on and passed at 9:16 a.m.

Respectfully submitted,
Amelia Capone-Muccio
Recording Secretary

•Note: There will be no EDC meeting in July•