

Meeting Minutes
Master Plan Housing, Population, Economic Development Subcommittee
April 30, 2018

PRESENT: Kathy Tetreault, Alan Harding, Rich Masse, Lynne Palmer, Steve Durgan, Jim Kimberly, Jeff Ouellette, Roger Murray, Cindy Melanson, Matt Sullivan, Kathy Barnard.

Kathy Barnard called the meeting to order at 8:00 AM.

The April 16, 2018 minutes were reviewed and corrected. ADDED The April 2, 2018 minutes were reviewed and approved. CORRECTED the reference to SWAT (7th paragraph, 3d line from the bottom) was corrected to SWOT. A motion was made, seconded and all voted in favor of the corrected minutes.

The committee then discussed the SWOT analysis (strengths, weaknesses, opportunities and threats). Matt guided the process and all committee members contributed.

Strengths:

- Natural beauty/resources – year round
- Rural character – lakes, ponds
- Water resources
- Hospital
- Schools – Regional schools/ Brewster
- Tourism – robust in the summer
- Nonprofit presence
- Reputation
- Downtown Aesthetics
- Arts and culture – museums
- Recreational facilities – 4 beaches for public use
- Volunteerism/stewardship
- Local support for community projects
- Library, public facilities
- High quality of life attraction – subjective
- Private/Public partnerships
- Nonresident tax payers
- Lake Winnepesaukee
- Low taxes
- Walkable downtown

Weaknesses

- Infrastructure – water, sewer, roads
- Lack of a senior center
- Lack of demographic diversity – age also
- Parking downtown – visibility, signage

Aging population
Need better signage
Hours of operation for local businesses – not well aligned with customers' needs
Need to travel outside the community for goods and services
Lack of hotel room availability – in the summer
Lack of business diversity – availability of retail for local residents
Year round tourism
Indoor entertainment facilities
Lack of new car dealership
Lack of Staffing/employment pool especially in the Hospitality area
High price for goods and services
High prices for groceries and gasoline
Water access is exclusive and limited for the public
Mindset for retirees' limits growth – fear of higher taxes
Access to a major trade route – highways
High energy costs
Mass transportation

Opportunities

Expanding/improving water access
Museums
Creative economy – fairs, etc.
Explore conference center
Collaboration – public/private enterprises
Have incentives to attract/expand businesses (79 – E, etc.)
Town Government
LRTC/LRCC
More collaboration with Lakes Region Community College
Be a “hub” for something new/different
Expansion of the HUB of business/school relationships: wellness, culinary, etc.
Embrace demographic trends
Enhance quality of life – more “to do” and “to gets”
Attract businesses for year round living
AAA business in Town (travel agency)
Attract “high brand”
Analyze / explore removal of business impediments
Expand commercial business district to include Wolfeboro Falls (perception)
Expand the commercial zone around the loop out of Town
Better utilization of Performing Arts Center at KRHS (cost)
Explore development of existing vacant land
Interests in stakeholders analysis
Increase understanding of balance between natural resources and development

Threats

Town policies and procedures not supportive of growth/development

Inconsistent regulatory process (especially signs)

Differences in Vision/ perception

Competing interests

Impacts to water quality – invasive species

Decrease in summer tourism

Decrease in workforce size/quality

Matt and Kathy will start working on the existing conditions narrative.

At the next meeting the committee will start discussing goals/ recommendations.

Next meeting – Monday, May 14, 2018, 8:00 AM, Wolfeboro Public Library.

Meeting adjourned at 9:30 AM.

Submitted by

Kathy Barnard with help from Kathy Tetreault's notes (Thanks Kathy)