

ECONOMIC DEVELOPMENT COMMITTEE

December 14, 1992

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MEMBERS PRESENT: Chairman Shirley Ganem, Joan Lovering, Barbara Jackson, Sharon Severy, Bob Murphy, Paul Kimball, Andy Milligan, Bob Garland, Tim Sullivan, Bill Wiebe, Bruce Dreisbach

ABSENT: Tony Triolo, Eric Piper, Bob Grott

Chairman Shirley Ganem called the meeting to order at 7:30 a.m. in the First NH Bank Conference Room. The purpose of this meeting was to determine a budget for Economic Development for 1993. At the last meeting, the Chairman had prepared a budget totaling \$30,335, and Bob Murphy presented a budget for marketing alone which came to \$48,000. This meeting was to try to reconcile the two!

Murphy asked what part of Ganem's budget was specifically for marketing. She responded that in the 200 numbers on the second page there was \$4,000 for developing a brochure and she was raising that figure to \$6,500. There was \$2,000 for postage, and possibly some of the dues money, since they were considering not joining the Lakes Region Association which costs \$2,500. On the next page was \$1,000 for travel, and \$1,500 for marketing research.

Ganem then went through her proposed budget starting on page one. \$5,235 was listed for part-time wages (\$2,400 of this for secretarial help for EDC and the Route 28 Committee). Last year's allowance for this was \$3,085, and that went for the information booth. She reported discussion as to whether the Information Booth would stay where it is, or be combined with the Chamber, so there may be money to move around from that.

On the second page, \$500 is listed under operating supplies, which will go for stationery, envelopes, etc. For developing a brochure there is \$4,000, and \$2,000 for postage. \$150 for telephone expense is for the Information Booth. \$7,500 was listed for dues, fees and subscriptions, \$5,000 of this for the Chamber of Commerce, and \$2,500 for the Lakes Region Association. As mentioned above, we may not join the Lakes Region Association.

On the third page, \$1,000 was allowed for travel (compared to only \$300 last year). For outside services there is \$4,000 ((\$1,500 for marketing research and \$2,500 for development of overlay zoning-Route 28 committee). Under Consultants there is \$2,500 for strategic planning consultant, and \$1,500 for costs of establishing an economic development authority.

The total of this budget is \$28,385. Last year's was \$19,600, and \$13,000 of that went for other things than Economic Development.

Jackson asked about the status of the signs. Murphy responded that he was awaiting a response from Ray Burton. The signs will cost \$1,500. Ganem will add that amount into outside services.

In this budget there is about \$10,000 allocated for marketing. Ganem explained that from Murphy's \$48,000 budget she had taken out the marketing

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administrator, office expenses, computer services, shows, lodging and travel for clients, print and broadcast media costs etc. because we really are not ready for that and the Town would not support them. When she has to fight for \$10,000 to support the Food Pantry, she feels she would have a hard time defending \$10,000 to print a brochure.

Bob Garland asked what the function of the marketing administrator would be, when EDC has not established anything to market. Are we putting the cart before the horse?

Dreisbach asserted that the community supports economic development, but Town government doesn't. He described his experience with a friend who is considering a move to Wolfeboro but the Town has no land and no incentives to offer. There are a lot of preliminary steps before we have something for a marketing administrator to market. "Before you put the pedal to the metal, you'd better be sure the wheels are bolted on."

There was discussion of the lack of available land, except that out on 109A, which many feel is not that desirable a location. Dreisbach reported that his friend is looking for 15,000 square feet of zoned commercial space where he can do light assembly right away. He has \$2,000,000 in orders ready to go, and doesn't want to spend the time building a building.

There was discussion of the Planning Board, and the work of the Route 28 Committee. Jackson reported that they have decided to wait and continue working until they have their whole plan ready. They might then seek a special Town Meeting to get it approved. Ganem asked what EDC should expect the town to give--free electricity, taxes? EDC really hasn't done its homework.

Joan Lovering declared that EDC is doing pretty well in retention and support of local business, with seminars and visitation. But we need a long-range plan. This budget and the marketing plan should have been prepared some time ago.

Ganem: This is a philosophical decision. Planning comes before marketing. Should we be putting all our eggs in the marketing basket?

We need a facilitator to help us get our plan established, and set our priorities. We need to focus on a plan with a working timetable.

Bob continued to defend his marketing budget, and the need for a marketing administrator. Others asked what Wolfeboro information had been given to DRED, and what did Wolfeboro have to offer that was special. The product needs to be massaged more before we try to market it.

Murphy insisted there are businesses out there that would love to come to Wolfeboro, if they could be reached. That \$600 investment in cards last year brought 6 inquiries. Wakefield is doing a much better job than we are.

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The group went through Murphy's marketing budget item by item, to decide what to keep. Members of the group had two reactions:

1. The public wants economic development to provide some jobs and possibly increase the tax base. We should get as much as we can and not be afraid to ask for money.

2. Let's take a more moderate approach and look at the planning process first.

Dreisbach was asked what the \$5,000 the Town gives the Chamber of Commerce is used for, and he responded that it is used to respond to 10-12,000 inquiries a year about Wolfeboro. They also send out a package to people who ask about locating a business here.

On a motion by B. Dreisbach, seconded by T. Sullivan, the EDC voted to add \$2,500 for the brochure to the marketing allowance, \$400 for telephone expense, and \$1,500 for the sign, bringing the total budget request for Economic Development to \$32,785. Three members abstained from the vote: Severy, Milligan, and Murphy.

This is the budget which Shirley Ganem will submit to the Selectmen, and then to the Budget Committee.

The next EDC meeting will be held at 7:30 a.m. on Wednesday, January 6.

Respectfully submitted,

Rosemary Artander
Secretary

