

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

May 13, 1992

MEMBERS PRESENT: Barbara Jackson, Robert Garland, Robert Murphy, Robert Grott, Andy Milligan, Eric Piper, Tony Triolo, Mike Toomey, Joan Lovering, Sharon Severy

ABSENT: Shirley Ganem, Tim Sullivan, Paul Kimball

Vice-chairman Barbara Jackson called the meeting to order at 7:35 a.m. in the absence of chairman Shirley Ganem. The group met in the Conference Room of the First NH Bank.

The listed agenda for this meeting was presentation of reports of the various sub-committees.

Bob Garland started things off with a report of the Property Committee by passing out copies of a list of Town-owned properties. It was a three-page list, but as Garland pointed out, most of the properties did not appear to be too appropriate for development. Bob Grott, also a member of the Property Committee, suggested that they try to identify appropriate lands for commercial development and talk with the owners.

Barbara Jackson and Tony Triolo described the work the Route 28 Committee has been doing investigating properties from Snookers out to the Ossipee line. That group had met the day before, and Ed Sutherland of the Wolfeboro Land Bank had described their 70-acre parcel off Bay Street. The Town of Wolfeboro owns a large parcel off Filter Bed Road which adjoins this, and Garland's committee said they would look this property over.

Barbara and Tony gave a brief but enthusiastic review of the presentation Rick Chellman had given the Route 28 Committee of a "Village" rather than a linear type of zoning, and "quantitative zoning" where mixed uses are allowed, having predetermined percentages of different uses--industrial, commercial, retail, residential--for the piece of property.

Jackson also talked about the workshop she had attended at UNH. Chellman was the speaker at that also, and he had presented ways of developing backland property which was off the highway, establishing service roads which were fairly parallel so that multiple curb cuts on the highway were eliminated. He had also suggested that federal money was available for planning projects which involved alternate means of transportation.

Someone questioned the effect that development on Route 28 would have on Main Street. And could Wolfeboro once again become the hub of Southern Carroll County? Tony Triolo thought not. Sharon and Barbara were confident that it could.

Barbara Jackson reported on her meeting with Jim McSweeney. She was impressed with his capital improvement plans. He is negotiating with the state for a traffic light at Middleton Road, and a turning lane at Wolfeboro Falls. She had also discussed the airport, and reported that the

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money for the feasibility study was on the way. There was discussion of some possible light manufacturing near the airport, but committee members questioned whether the 2,000-foot runway was really long enough for any commercial use. The Penn-Air field has a 3,000-foot runway, but since it has a 5% grade, it would be difficult to get public money to develop it. Another subject Jackson had discussed with the Town Manager was possible one-way traffic through Town. This is probably not feasible at this time, because traffic surveys are very expensive.

Committee members agreed that Wolfeboro has a congestion problem and not just a parking problem.

Jackson reported that the Town Manager is in favor of economic development. Business now accounts for only 10% of the tax base, and McSweeney wants to build it to 20 %. Committee members suggested that McSweeney and the Town Planner should be invited to participate in EDC discussions.

The discussion digressed to the subject of the Chamber of Commerce, and Severy was asked if it represented all business in Town. The answer was no--in general it's just the retailers who belong, but "it's the only game in Town." It was suggested that the Chamber of Commerce needs to offer some programs to help other businesses, which would entice them to join the group.

Bob Murphy brought up his pet peeves: no public restrooms open and no trash cans out on Main Street until after Memorial Day. All agreed that crowds coming to watch the Smith River Canoe Race this weekend could certainly use the restrooms and the trash cans. Really these should be available all year round. What are winter tourists supposed to do?

Jackson handed out a reprint from "New Hampshire Town & City" about a State program designed to help retain business. It's called the State Business Visitation Program (BVP) and a phone number was given to enlist its aid. Andy Milligan of the Marketing Committee was going to call and set up a meeting.

MARKETING COMMITTEE REPORT

Murphy started by explaining that the recent story in the Granite State News had kind of been pulled out of him and Tony Triolo in the course of other discussions. The newspaper is always looking for something controversial, and so tried to build up that angle. Murphy then called WLKZ and WASR and gave them some story information also. He recommended that in the future any reporters should be referred to him.

Murphy handed out a three-page report of the Marketing Committee, of which he is chairman and media manager. Sharon Severy will handle liaison with existing business, and Andy Milligan will handle liaison with new business. Mike Toomey's department is liaison with State and Federal agencies, and Shirley Ganem's is liaison with Town agencies.

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The Marketing Committee outlined an impressive list of programs to support existing businesses (Sharon Severy's department):

- * Focus groups - Bruce Dreisbach is planning focus groups on the reason for lack of support for local businesses
- * EDC and Chamber plan to co-sponsor seminar on financing through SBA, banks, and other sources.
- * Work with Town to maximize effectiveness of Information Booth, and coordinate with Chamber headquarters.
- * Install Plexiglas sign containing Chamber's Walking Map with "take-one" capability at Dockside.
- * Encourage Town administration to develop procedural brochure on how to work with and facilitate interaction with Town departments
- * Investigate methods to support off-season, off-peak business. (Open restrooms and put out trash cans!)

Developing activities to attract new business is Andy Milligan's department:

- * Design and print invitations and tent cards inviting summer residents and tourists (who are CEOs) to contact EDC about establishing business in Wolfeboro
 - * Invitations would be mailed to summer residents. Target date mid June
 - * Invitation would also be included in information packet sent out by Chamber of Commerce. Target date mid June
 - * Tent Cards would be placed in cooperating restaurants and dining rooms, motel and Inn rooms. Target date July 1
 - * EDC brochure to be designed and printed. Target date August 1
- * Place signs on Rt. 28 North and South inviting businesses to investigate Wolfeboro. Target date mid July
- * Andy Milligan, Marketing Committee of EDC, to be principal contact for information and assistance to new businesses who request such assistance. Target date mid June to finalize procedures.

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- * Representatives of DRED will be invited to meet with marketing committee to discuss specific marketing and financial assistance as well as Wolfeboro EDC participation in State supported marketing programs. Target date early June.

Prerequisites:

1. Information such as inventory of commercial land and existing vacant space, infrastructure, and zoning should be compiled and cataloged by mid July if possible.
2. Immediate dialogue should be initiated with Town government to determine what concessions and incentives can be offered to attract new business. (Shirley Ganem's liaison to town agencies committee)

This came down to the bottom line - THE BUDGET. The current EDC budget of approximately \$2500 is unrealistic and inadequate to achieve any substantive. It was pointed out that there seems to be \$19,000 in the Town budget for Economic Development, but not for the Committee. Some alternate forms of financing are needed to provide the money for the suggested programs.

It was recommended that the Town Manager be invited to the next meeting of the Economic Development Committee to discuss the budget. The Secretary was instructed to attach the Marketing Committee's report to the meeting minutes given to the Town Manager.

On a motion by R.Garland, seconded by R. Grott, the Committee accepted the recommendations of the Marketing Committee.

The Economic Development Committee will meet next on May 27 at 7:30 a.m. in the First NH Bank Conference Room.

The Marketing and the Property subcommittees arranged to meet in the meantime.

The meeting was adjourned at 9 a.m.

Respectfully submitted,

Rosemary Arctander

Rosemary Arctander,
Temporary Secretary