

ECONOMIC DEVELOPMENT COMMITTEE MEETING

June 24, 1992

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MEMBERS PRESENT: Chairman Shirley Ganem, Mike Toomey, Tim Sullivan, Bob Murphy, Eric Piper, Tony Triolo, Barbara Jackson, Joan Lovering, Bob Grott, Andy Milligan, Bob Garland

STAFF PRESENT: Amanda Simpson

The Chairman called the meeting to order at 7:30 a.m. in the First NH Bank Conference Room.

1. ROUTE 28 COMMITTEE REPORT

First on the agenda was a report from the Route 28 Study Committee. Barbara Jackson, who is the new chairman of that group, reported that they are continuing their inspection and inventory of properties on #28, and hope to have the inspections completed by August 1. Minutes of the Committee's most recent meetings were passed out.

2. MASTERPLAN QUESTIONNAIRE FOR BRUCE MAYBERRY

Next item of business was a form assessing locational characteristics, to supply information which Bruce Mayberry needed for his economic development chapter of the Master Plan. The form asked for rating, as a strength or a liability, of 10 features of Wolfeboro: local labor market, capital availability, access to markets, development facilities, transportation, information networks, education/training, taxes/regulations, quality of life, and business climate. These were to be rated as a major or limited asset, neutral, or a liability that can or cannot be corrected. The group discussed this at length, but decided that for many of the subjects just a checkmark was not enough--some narrative was also needed. Shirley Ganem was going to prepare a form filled out as the committee had decided, and supply the appropriate narrative. She will bring this to the next meeting for the committee to approve.

In the discussion of the labor market, Barbara Jackson pointed out that while information of blue and/or gray-collar workers may be readily available, Wolfeboro also has a number of white-collar and management people who are either unemployed or badly underemployed because of the recession. It was suggested that Bruce Mayberry might know how to seek out this type of information.

3. EDC REPORT TO MASTERPLAN COMMITTEE "WOLFEBORO 2000"

Murphy had prepared a three-page report on the activities of the Economic Development Committee, and passed copies out for members to read. This led into the discussion of the final agenda item:

4. OTHER REPORTS/BUSINESS

Murphy reported on the Marketing Committee. He has discussed with Sharon

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Severy the plans for seminars etc. to assist local businesses, and the feeling was that local businesses are too busy in the summer to participate in anything like this. The decision was to implement these plans in the early fall, after the busiest season is over.

Murphy reported that the artwork for the tent cards, rack cards and invitations to new business to locate in Wolfeboro is just now going to the printer and should be ready by the end of this week or the start of next. Andy Milligan pointed out that many of the racks of information are the property of a supplier who keeps them filled with his literature. Other people's literature is not welcome. However, some businesses do have their own racks to supply appropriate local information.

Murphy asked for volunteers to distribute the cards, and a number of committee members offered to help. It was suggested that the distribution be set up geographically, as Rotary does it for their radio auction. They have town businesses divided into 18 zones. Milligan was going to check this out.

Amanda Simpson suggested that while these cards were being distributed would be a good time to introduce the EDC to local businesses, and perhaps get some information from them, such as their employment levels (number of full and part timers, skill levels, etc), how can EDC help, what sort of seminars would be helpful, and when. Mike Toomey pointed out that this might not be an appropriate time to do this, as it could take a lot of the deliverers' time, and he personally didn't have the time. Others agreed, and also pointed out that this might be interpreted as stepping on the toes of the Chamber of Commerce. The committee decided that it would be appropriate for Murphy to prepare a one-sheet "leave behind" describing the EDC for the distributors to hand out with the cards. Murphy will prepare a news release for the papers about the marketing committee's project.

Visitation Program - all agreed that local businesses should be visited and interviewed, and assured that "we want to assist you." But first the EDC needs to be introduced to the local business community at a Chamber of Commerce meeting, as many of them are convinced that the economic development efforts are going to kill their business. Tony Triolo reported that downtown business people have urged him to disband the #28 committee. The local business community needs to be educated to the fact that EDC is trying to make a bigger business pie for everyone.

There was discussion of how this visitation should be handled. Simpson described such a program she had worked on in Michigan, in which the interviewer arranged to sit down with the business owner at a convenient time for a face-to-face talk about his present and future business needs, employee education needs, etc. Just sending a questionnaire or just dropping in isn't enough.

Barbara Jackson described a NH State program offered by the Office of Business and Industrial Development. They have a specialist, Verne

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Crossier, who will assist Towns in setting up such a visitation program. She urged the EDC to take the lead in getting together with Chamber of Commerce representatives in getting this program going in Wolfeboro.

Property Inventory Committee - Bob Garland reported that he and Bob Grott had spent some time in the Planning Office, looking at the appropriate Town maps and talking with the Planner. Their conclusion was that it would be difficult and very time-consuming to try to make a list of possible commercial properties. They recommended that a prospect who was looking for specific business property should be sent to talk with the Town Planner. She could come up with an appropriate piece of land if she knows what the prospect needs. As for commercial properties and buildings which are on the market, Grott has a list of those.

How to get these properties listed on the state inventory sheets and into their computer? Grott suggested describing the types of sites that are available for their inventory, and Toomey will talk with Dave Rines to find out how he wants the information in a form to put into the computer. It was also suggested that Dave be invited to come and speak to an EDC meeting.

It was 9 a.m. and members were leaving to open their businesses. The next EDC meeting will be at 7:30 a.m. on Wednesday, July 8.

Respectfully submitted,

Rosemary Arctander
Secretary

