

ECONOMIC DEVELOPMENT COMMITTEE

July 22, 1992

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PRESENT: Chairman Shirley Ganem, Andy Milligan, Bob Murphy, Mike Toomey, Tony Triolo, Bob Grott, Bruce Dreisbach, Barbara Jackson, Joan Lovering

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

1. Committee Reports came first, and Bob Murphy told what was going on with the Marketing Committee. He, Andy Milligan and Jim McSweeney had met with a trio of potential investors who had decided they favored Wolfeboro over North Conway. Their first idea was for an athletic complex, but after discussion had decided that there was not enough need for one in town, and were thinking of developing a small industrial park on town-owned land.

This started a discussion of how (and who) to decide what is needed or wanted in town. If there are already 6 pizza shops, should a 7th be discouraged? Dreisbach said that there have been studies done to determine how many gas stations are needed for a certain population, etc.

Discussion went on to what assets make Wolfeboro a good place to do business--where the money comes from out of state, and is not just passed around in town. Quality of life was the first asset named, but some members pointed out that Meredith is also a charming town with great quality of life, and closer to the Interstate. "Quality of Life" can also mean having a job and being able to support your family, and the quality of life by this definition is not too good for some people in Wolfeboro. Wolfeboro is probably closer to Pease and Portsmouth. What is needed is a rational business reason, like a tax advantage. Dreisbach said that the Chamber of Commerce is doing an on-street shoppers' survey during the summer and fall, of both residents and non-residents, to find out what they like or don't like. It was decided that economic development is needed first, before any additional retail development. But the basic reason for locating a business in Wolfeboro seems to be that the CEO wants to live here.

2. Property Committee - Bob Grott had no report.

Mike Toomey asked if the EDC didn't need to prepare a brochure on why Wolfeboro was a good place for a business to locate. "Quality of life" is a given everywhere, but Wolfeboro also has a good hospital, school system, hotel, recreation system, and airport, and an administration that is sold on economic development.

Murphy reported that Donna DiGaspasso had called him about doing a videotape on Wolfeboro from an economic development position. He said he had told her that this was a bit premature. Shirley Ganem recalled a booklet that Donna and Sharon did and suggested putting together a portfolio packet which could be distributed. The Chamber of Commerce also put together a booklet. Ganem felt that money was available for this. The Airport Committee is planning a mailing of a white paper, and the Town Manager had suggested that funds could be found under EDC to cover the

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costs. Dreisbach moved that the marketing committee be charged with putting together a packet, and Triolo seconded the motion. In the discussion that followed, Murphy wondered where the money was coming from, and if the money for the signs shouldn't come first. Members felt the signs should come first, but cost estimates for them were high, and the state and town approvals hadn't been received. Bruce was going to work on the cost of the signs and felt he could get a better figure.

Dreisbach then modified his motion to have the marketing committee put together a marketing portfolio package as the second priority after the 3 "relocate your business" signs. Murphy will bring a sample to the next meeting. Murphy had clarified this motion and Dreisbach seconded it, and it carried.

3. Route 28 Committee - Barbara Jackson reported that the Route #28 Committee has pretty much completed their study of the available land out of #28 from Snookers to the Ossipee line. They have a new committee member - Bill Wiebe. Rick Chellman spoke to the committee some time ago about Quantitative Zoning, in which a good-sized area is selected, preferably off the main road, and a combination of industrial--retail--residential--and service areas are clustered within it. It's a sort of "small village" concept. Jackson would like to get Chellman back, or maybe even hire him to help develop such a zoning plan. EDC members were very interested and expressed interest in hearing him also. They felt this would be an advantage over any Wakefield or Meredith plans, and would eliminate any strip or spot zoning. It could be a rejuvenation of Wolfeboro Center. Barbara felt there was money available in Federal Highway funds that might help pay for his work, and will investigate this with Chellman and Tim Sullivan.

There was discussion of the kind of marketing plan or presentation which must be prepared to get Wolfeboro citizens behind such a zoning plan. Jackson said that the Route #28 Committee was planning to have an open meeting on August 18 to explain this Quantitative Zoning concept, and get some public input.

4. Business Visitation Program - members who had attended the last meeting at the Wolfeboro Inn were supposed to bring in the names of 3 people who would act as visitors.

Andy Milligan: ^{Dick}~~Steve~~ Rollins, Bob Steele, Dewey Schou, and Andy himself.

Barbara Jackson: Spencer Jackson, Bill Wiebe, Bob Pralle and Barbara.

Joan Lovering: Jeff Lovering, Jr., Robert Siefert

Shirley Ganem: Ken MacDonald, Mal Stirt, and Shirley

Bob Murphy: Maureen Murphy and Bob.

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Bob Grott said he would get 2 people + himself.

Murphy said that he had put out a story about the Visitation Program, and had said that any people who wanted to volunteer to help should call Barbara Jackson. The training for visitors will be held at 7 p.m. on September 14 at the Wolfeboro Library, and the CEO Roundtable will be on September 16, time and place to be arranged.

It was pointed out that a chairman is needed for the whole Visitation Program, and it is a major commitment. Shirley Ganem suggested George Elkins, and said she would talk with him about it. Bruce Dreisbach said that he and the Chamber of Commerce are committed for other business until October 20, so he couldn't handle the job.

THE NEXT MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE WILL BE HELD ON WEDNESDAY, AUGUST 5--SAME TIME AND PLACE.

There was discussion about the land inventory that was supposed to be sent to Dave Rines to go into the State computer. Mike will get this from Bob Garland and submit it. Barbara reminded the group about the Bowers and Merena property on Route 28.

There were questions about available moneys. Mike reported that the Small Business Association was the best. Verne Crosier had recommended Jan Kitchen as a resource person for financial assistance. Toomey said that there were no shortcuts in business at this time, but Kitchen was good to counsel people and show them how to fill out forms properly, etc. She is to be one of the speakers at the CEO Roundtable.

The meeting was adjourned.

Respectfully submitted,

Rosemary Arctander

Secretary

