

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

August 5, 1992

Page 1

PRESENT: Chairman Shirley Ganem, Mike Toomey, Tim Sullivan, Tony Triolo, Barbara Jackson, Andy Milligan, Bruce Dreisbach, Bob Murphy, Amanda Simpson, ex officio

ABSENT: Eric Piper, Paul Kimball, Bob Garland, Bob Grott, Joan Lovering

GUESTS: Richard Gaudet of SCORE, and Verne Crosier of the Visitation Program.

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

Richard Gaudet of Wolfeboro spoke first about SCORE which has a chapter in Laconia with 25 counselors. SCORE is a national volunteer association which serves as a ally of small businesses in developing a business plan, studying cost analyses, and developing systems of record keeping. They have a loose affiliation with the Small Business Association which provides their office space and some expense money.

Gaudet reported that his office handles about 150-200 cases per year. They have a survival strategy program, but most applicants these days are looking for start-up help, and they offer a 5-part seminar. He is also the New England coordinator for SCORE's new community development program which aims to "Revitalize Main Street." They have programs underway in Berlin and Plymouth.

MARKETING COMMITTEE

Bob Murphy said that the Marketing Committee does want to work with SCORE after the Visitation Program is off the ground.

Murphy and Andy Milligan continued with the report of the Marketing Committee. They have settled on a folio, made in Wolfeboro by Cote Associates, and plan to put in it a copy of the "warm and fuzzy" leaflet from the Chamber of Commerce, the larger brochure about "Wolfeboro the first resort" done by Sharon Severy and others, a walking map of Wolfeboro, a listing of brokers--banks--reference people, and a copy of the Airport White Paper.

Murphy had gotten some estimates for making the 3 "bring your business to Wolfeboro" signs which they hope to erect on Route 28 North and South of town, and in Ossipee. He was concerned about meeting the town's sign restrictions, but the Planner pointed out that since these signs will be placed on State land, they only need meet the State regulations, and the State has approved them. Someone pointed out that the original "Wolfeboro--the first summer resort" signs were erected in the 1930s!

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE  
August 5, 1992

Page 2

Murphy reported that there had been two more business inquiries--about establishing software businesses. Murphy said that inquiries often come in the form of "what business would you recommend for Wolfeboro?" or "do you know of any businesses for sale?" Should they respond to questions like this? The group said definitely not, as that would be business brokering and was illegal without a license. But when the master list of Wolfeboro businesses is prepared that could be handed out and the seeker could do his own research.

Dreisbach said that the Chamber was working on a survey of shoppers. Copies of their survey had been passed out with the meeting agenda.

#### VISITATION PROGRAM

Verne Crosier had been busy with his briefcase computer, which he had set up on the side, and had worked over the list of Wolfeboro businesses, getting it down to 339. Only 23 people have agreed to be visitors, and Crosier pointed out that a good many more are needed.

He said that Laconia, which is also doing a Visitation program, has 600 businesses. They divided them into four categories, and then selected 120 representative businesses to canvas. Our list also needs to be trimmed, and Simpson, Murphy, Dreisbach, Milligan and Ganem agreed to stay on with Crosier after this meeting and work over our list.

In addition to the visitors named in the minutes of the last EDC meeting, Jane Roberts, Howard Towne, Jeb Bradley, and Ruth Avery have been added. Crosier recommended that town department heads, police chief, budget committee chairman etc. should be involved in the visiting. A task force leader is also essential. Ideally, the list should be cut down to 60-70 businesses, and then each visitor would have to do two visits. With four hours needed for the training, this would mean a commitment of 6 hours from each volunteer. Murphy and Dreisbach will prepare some questions which would be specific to Wolfeboro. The training for volunteers will be held on September 14 at the Library.

#### ROUTE 28 COMMITTEE

Barbara Jackson reported that the committee was now focusing on what they would like to see out on Route 28. They hope to get Rick Chellman to their next meeting on August 11, to get his help on how to proceed. They are planning an open meeting on Tuesday, August 18 at 5:30 at the Wolfeboro Library (preceding the Planning Board Meeting) and hope to get some positive public input on what people would like to see out on Route 28. Bob Murphy will work with Barbara on news releases about the meeting.

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE  
August 5, 1992

Page 3

WOLFEBORO 2000

Town Planner Amanda Simpson reported on the Wolfeboro 2000 meeting which will be held on Thursday, August 20 at the Pinckney Boat House. This will be a gathering of all committees, which will be finalized by then. Before the meeting, each participant will receive a packet, containing pertinent information from the 1980 master plan, description of any interim work done by committees in 1987, and the mission statement for their committee. The various committees will discuss their work in a workshop format.

This concluded the business of the meeting and it was adjourned at 8:35. The Economic Development Committee will meet next on Wednesday August 19, at 7:30 a.m.

Respectfully submitted,

*Rosemary Arctander*

Secretary

