

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

July 21, 1993

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SPECIAL COMMUNITY RENAISSANCE SESSION WITH BRUCE MAYBERRY

MEMBERS PRESENT: Chairman Shirley Ganem, Bob Grott, Bill Wiebe, Bob Garland, Paul Kimball, Andy Milligan, Barbara Jackson

The purpose of this meeting was to have a final session of the Community Renaissance Program, and to sum up the findings and the outcome of those sessions. The goal is to have something ready in outline form by August 2 to give to the Charrette committee to give to the professional planners in preparation for the Charrette on August 26-28. This is also to help the task force (Shirley, Bob Grott, Mike Toomey and Bill Wiebe) to put together the Economic Development Strategy and have a display ready for that program.

Mayberry had put together an outline of the goals and proposed projects that had been discussed in the Community Renaissance sessions, and the group at this meeting worked at clarifying and organizing it. This report will show the final version. It would be most impressive seen on a big spread sheet or flow chart, but since this computer can't readily handle that format, it will be shown on separate pages in outline form.

ECONOMIC STRATEGY

OUR GOAL - VISION

To enhance the "Wolfeboro Experience" for residents and visitors alike

(This is our main umbrella, which has 4 major themes:)

1. Grow businesses that contribute to or value the experience
2. Develop a coordinated framework for planning and implementation
3. Information and promotion of the "Wolfeboro Experience"
4. Infrastructure (CIP) and Community Resources

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E N H A N C E T H E W O L F E B O R O E X P E R I E N C E

GOAL I - GROW BUSINESSES THAT CONTRIBUTE TO OR VALUE THE WOLFEBORO EXPERIENCE

- A. Route 28 study
- B. Support existing businesses (marketing group)
- C. Design guidelines for visual appeal of town (and maintenance)
- D. Ascertain and address the needs of target businesses and visitors
- E. Develop data base of land zoned for development
- F. Expand winter activities and expand the visitor season

GOAL II - DEVELOP A COORDINATED FRAMEWORK FOR PLANNING AND IMPLEMENTATION

- A. New business park
- B. Business Development Corporation
- C. Route 28 study
- D. Support existing businesses (marketing group)
- E. List and support visitor attractions with economic potential:
 - 1. Farmers' Market feasibility
 - 2. Provide for businesses with strategic attractions

GOAL III - INFORMATION AND PROMOTION OF THE WOLFEBORO EXPERIENCE

- A. Central Control/Information on Community Organizations (EDC Steering Committee)
- B. Central scheduling of public events
- C. Ascertain and meet needs of target businesses and visitors
- D. Gather existing visitor promotion materials
 - 1. How does Wolfeboro mesh with economic trends?
- E. Public relations program to retain citizen and business interest

GOAL IV - INFRASTRUCTURE (CIP) AND COMMUNITY RESOURCES

- A. Visitor welcome materials
- B. Develop data base of land zoned for development
- C. Develop family and youth-oriented activities
- D. Improve knowledge and skills of non-college-bound students (schools)

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BROAD TRENDS TO CONSIDER -

Where is New Hampshire's economy going?

Wolfeboro should be in every other information booth--DRED lobby, Pease information center, etc.

Changing demographics - Wolfeboro's aging population

Center for trips

Service base for older people

"Economic Base" does not have to mean manufacturing or industry

Mayberry described the Pleasant View Retirement Home (80 units) in Concord, which is one of the top ten tax-payers in Concord. This is a natural market which Wolfeboro could serve also.

PREPARATION FOR CHARRETTE DISPLAY

This outline in more formal form can be on the wall, with brochure handouts of it. Shirley reported that Bob Garland is getting someone to do a three-dimensional visual of the Town business property. Photographs can be used to illustrate some of the visions.

Mayberry posted a checklist of subjects of importance to EDC to be considered in the Charrette:

- uses
- scale
- appearance
- economic contribution
- performance standards
- public recreation facilities
- re-create village environment?

The meeting broke up at about 9:15 as participants gradually departed.

Respectfully submitted,

Rosemary Artander

Secretary

The regular EDC meeting will be next Wednesday, July 28.

