

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

July 28, 1993

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

ABSENT: Sharon Severy, Mike Toomey, Tony Triolo

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

BUSINESS DEVELOPMENT CORPORATION

Andy Milligan reported that the newly appointed members of the Business Development Corporation had their first meeting on Monday evening and elected officers. Milligan is president, Harold Parker vice-president, Donna Cooper Treasurer, and Louis Kelly Secretary. According to the bylaws, 3 of the Board members are to serve for one year, 3 for two years, and 3 for three years, but in appointing them the Selectmen didn't specify the length of the individual terms, and everyone wants to be a one-year member. Milligan asked that the Selectmen clarify this.

The Board will meet again next Monday evening, but Andy would like to arrange a meeting time earlier in the day. He asked for suggestions for speakers for the group, and Eliza Ledbetter of the Belknap Business Development Corporation was a top suggestion. BDC members were also interested in more information about the Business Visitation Program. Shirley Ganem reported that the corporation papers had all been signed and were on their way to Concord with the check to register the corporation.

In response to a question, Milligan responded that the BDC would focus on business and land. Other economic questions and problems would remain the purview of the EDC.

STRATEGY COMMITTEE

Bill Wiebe reported that he, Shirley Ganem and Bob Grott had met to put together ideas for the Charrette handout and display. He passed out a draft sample and asked for the group's help in editing it. It listed the four visions-goals as presented by Bruce Mayberry at last week's meeting, and then the projects (both possible and in progress) under each one.

After some talk Bill suggested that he'd get someone who's uninvolved with EDC to read the piece, and help him decide what should be eliminated. Probably the wall display would be a larger-size version of this. Andy Milligan will print this on his computer--both the handout and the chart-size panels.

There was discussion of some of the projects listed:

Develop family and youth-oriented activities

Improve knowledge and skills of non-college-bound students

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Central scheduling of public events

and the conclusion was that EDC was not expecting to do these things directly, but could develop procedures or encourage other groups and agencies to do them. This needs to be explained, or eliminated from the brochure.

OTHER DISCUSSION

* "Targeting" businesses - EDC would not turn away any company that wanted to locate in Wolfeboro (unless it was a smelly paper plant or something really undesirable) but might go out and recruit some types of business, to fill a specific need in town.

* Labor studies - what is the available labor pool in town? Wickers has openings for 18 stitchers, and can't find them. VocEd center doesn't teach stitching. The \$6-7 per hour isn't enough to support a family, though with benefits it probably costs the company \$9-10. There was more discussion of companies moving out of the area because of labor costs. What is needed in Wolfeboro is diversity of economic opportunity.

* 11-member steering committee for EDC was recommended. After present members were counted, there are now 11, so that recommendation has been met.

* Interrelationships of all the town committees. And most of these needs were pointed out in the 1980 Master Plan.

* Charrette planning - all the groups that have interests in the C-3 land should come in and make a presentation: boat museum people, cross-country skiers, etc.

Bob Grott offered a framed aerial view of downtown which he has in his office for the EDC display.

The Route 28 committee's display will just be a statement of their purpose and intent.

Andy Milligan suggested that many Chamber of Commerce people feel that they are being ignored in the C-3 planning. The C of C list could be mailed to.

The meeting was adjourned at 8:30. Next meeting will be in two weeks, on Wednesday, August 11.

Respectfully submitted,

Rosemary Arctander
Secretary

WOLFEBORO

ECONOMIC DEVELOPMENT COMMITTEE

OUR AIM: TO ENHANCE THE WOLFEBORO EXPERIENCE FOR ALL

ECONOMIC STRATEGIC PLAN

*This is the
material Bill Wiebe
and committee
prepared for the
Charrette Steering
Committee.*

OUR VISION:

- * An Improved "Quality of Life"
- * Survival of the Rural and Village Character
- * Improved Employment Opportunities
- * Extended Season for Enjoying Wolfeboro
- * Coordinated Planning and Implementation

OUR GOALS:

GOAL 1 - DEVELOP A FRAMEWORK FOR PLANNING, COORDINATING, AND
IMPLEMENTING PROJECTS

PROJECTS: (* = in progress)

- * A. Develop an "Economic Strategic Plan"
- * B. Establish a "Business Development Corporation"
- * C. Complete a "Study of the Route 28 Gateway"
- * D. Support Existing Businesses
- E. Establish a "Coordinating Mechanism"
 - 1. To Ensure Communication Between Project Teams
 - 2. To Manage Implementation of Projects

GOAL II - GROW BUSINESSES THAT CONTRIBUTE TO AND ADD VALUE TO
THE WOLFEBORO EXPERIENCE

PROJECTS:

- * A. Complete the "Route 28 Study"
- * B. Support Existing Businesses
- C. Develop Guidelines for "Visual Appeal" of the Town and Village
- D. Ascertain and Address the Needs of Target Businesses and Visitors
- E. Develop Data Base of Land Zoned for Development
- F. Study and Recommend Ways to Extend the Spring, Fall and Winter Seasons to Expand the Visitors' Opportunities
- G. Research, List and Support Visitor Attractions Which Have Economic Potential and Support the "Economic Strategic Plan"
- * H. Develop a New Business Park

GOAL III - DEVELOP INFORMATION AND PROMOTION PROGRAMS IN SUPPORT OF
THE WOLFEBORO EXPERIENCE

PROJECTS:

- A. Plan Coordination, Scheduling and Promotion of Community Events, Space and facilities
- B. Ascertain Needs of Target Businesses and Visitors
- C. Gather and Evaluate Existing State, Region, and County Promotion Materials
- D. Develop Public Relations Program to Foster Citizens' and Business' Interest in Coordinated Planning
- * E. Develop Information and Guidelines for Visitors' Welcome Materials

GOAL IV - IMPROVE INFRASTRUCTURE AND COMMUNITY RESOURCES

PROJECTS:

- A. Develop Data Base of Land Zoned for Development
- B. Research Potential for Family and Youth-Oriented Activities
- C. Research Educational Needs of Non-College Bound Students in an Environment of New and Differing Types of Businesses
- D. Develop a Simplified, User-Friendly Procedure for New Residents and Businesses Developing Properties in Wolfeboro
- * E. Develop a New Business Park
- F. Review Projects Underway that are Studying New Businesses and Attractions and Develop List of Facilities that would be Required

WOLFEBORO, NEW HAMPSHIRE

ECONOMIC DEVELOPMENT COMMITTEE

First Draft - For Discussion Only

6/4/93

The Economic Development Committee's (E.D.C.) purpose is to foster and maintain a viable economic climate for the community. Working under the direction of the Board of Selectmen, the committee will identify economic needs and respond to those needs through the development and implementation of an economic development strategic plan. In addition, continuous analysis and on-going planning will assure that new opportunities and changes in economic climate can be anticipated.

The scope of the E.D.C.'s work must include the entire Wolfeboro experience. There is little question that the most significant attraction of Wolfeboro is the "quality of life". The natural physical landscape and the population contribute to an unsurpassed potential lifestyle. Historically a resort, Wolfeboro has been known widely as a summer destination, but more recently as a 2nd home and retirement village.

The emphasis, therefore, should be to analyze what it will take to enhance the attractiveness of the Town for several groups of visitors seeking optimum "quality of life". In addition to the obvious tourism groups: day trippers, overnights, vacation renters and 2nd home owners, there is a large potential group of retirees and also entrepreneurs that would choose to move their residences and their businesses to Wolfeboro.

The "quality of life" appeal is far ahead of any other requirement, e.g. transportation, proximity to markets, a nearby university, etc. There are other pluses: work force, education system, etc. but other towns offer these too. Wolfeboro is differentiated by "quality of life" and lifestyle potential. It should be the spearhead of our strategy to enhance our Town's economy.

The E.D.C. is positioned to consider every aspect of the "quality of life" and plan a strategy to maximize the quality of life for each of the groups that can be considered as targets. By so doing the quality of life including economic development for all residents should be maintained and improved.

The economic value to the Town will grow as an upscale clientele visits the attractions of Wolfeboro and patronizes the Town's businesses. Existing businesses should grow and new businesses should settle here. The goal of attracting year-round businesses will follow and this group will increase.

The E.D.C. STRATEGIC PLAN will serve as the single document providing a consistent focused plan for achieving economic and social goals. Economic development is the over-arching concept and basis for a coherent unified plan for progressing.

ECONOMIC STRATEGIC PLAN

The Economic Strategic Plan will be a key guide and direction for all town planning in Wolfeboro. There is increasing interest in coordinated, integrated, comprehensive planning for the town. The economic strategy, based on a "vision" of the future and aiming to optimize the "quality of life," is being developed from an overall perspective and will provide a direction that will benefit all citizens.

OUTLINE:

1. Purpose
2. Vision
3. Strengths
4. Weaknesses
5. Goals for the Town
6. Action Plans to achieve goals
7. Operating guidelines for implementation, review and update
8. Overview