

WOOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

January 4, 1995

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PRESENT: Chairman Shirley Ganem; Pamela Berg, Tony Triolo, Andy Milligan, Dennis Plante, John Pernokas, Bill Wiebe, Bob Garland, Barbara Jackson

Chairman Shirley Ganem called the meeting to order at 7:30 a.m. in the First NH Bank Conference Room, and asked Bill Wiebe for details on the upcoming meeting with the Selectmen and the Town Manager on Wolfeboro revitalization. The meeting has been set for 12:30 on Wednesday, January 11 here in the Bank's Conference Room. It will be noticed as a public meeting.

Wiebe showed an outline of the planned presentation:

1. Introduction

- * Reporting back to the Board of Selectmen based on the goals (Economic Strategic Plan) which they accepted Nov. 3, 1993. Wiebe will tie this all together.
- * Next step - "Wolfeboro - Our Town" using the "Main Street Program" (National Trust for Historic Preservation) Principles for Revitalization

2. Four-Point Approach - and presenters

1. Organization - Bill Wiebe
2. Economic Strengthening and Diversity - Pam Berg
3. Promotion - Andy Milligan
4. Design - Visual Appeal - John Pernokas

Dennis Plante will give an introduction, and a summary.

3. Showing of video

4. Plan of action

The group discussed who would answer questions, and agreed that Bill Wiebe would act as the expert on the project's history. Each presenter would field the questions related to his/her presentation. However, every members would be able to answer questions about the entire project. Questions would be answered after the presentations.

Dennis Plante read his introduction. Members suggested that the emphasis should be on ALL the town, or the ENTIRE town, so people wouldn't think that only the downtown was being considered. Everybody will benefit. The vision statement should also be repeated. The whole presentation will take an hour, and should not go into so much detail that the audience will be confused or bored. Also the emphasis must be on Wolfeboro, our Town. "Main Street" just happens to be the title used on the videos.

Members expressed concern about a possible discussion of whether the lead would be a volunteer or paid. They agreed that such a question was premature. If people ask how this project differs from the Master Plan, it's an implementation of the Plan's goals. Both are intended to enhance

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the economic well-being of the Town, members agreed.

Pam Berg read from her statement. She wanted figures for the population change over the past 10 years, and the change in number of empty store fronts. There are more year-round residents or second home owners today than there are tourists; also there are more empty store fronts, it was agreed. Members suggested that she use percentages instead of specific numbers. They also pointed out that because there are more year-round residents and second-home owners now, there are more people in town on weekends year-round and there could be more businesses catering to them, and not just to the tourists.

The success of First Night was cited as an answer to the people who said no one was interested in Wolfeboro.

P. Berg stated that speakers should be prepared to answer questions succinctly at the end of the presentation. The audience will have had plenty of time to think up pointed questions by then.

Andy Milligan read his statement on Promotion, which focused on keeping shoppers in town, and presenting Wolfeboro in ~~an attractive~~ and appealing way. Wolfeboro needs a positive statement, and a logo. He included a long list of past promotions, and an even longer one of possible new events.

John Pernokas read his presentation on visual appeal, both natural and man made, but with emphasis on the man-made. This included cleanliness, signage, landscaping, lighting, protection of historic buildings. He underlined the need to maintain and improve what we already have.

Andy Milligan offered to make overhead projection slides for the presenters if they would write down the messages they wanted.

J. Pernokas asked if others besides the Selectmen and the Town Manager should be invited. After discussion, the decision was made not to ask others. The meeting will be noticed and certainly WASR and the two newspapers will be present. This is not a public hearing, and therefore will not include public input. The next presentation will be for the Planning Board.

The presenters agreed to meet Monday morningn January 9th, to refine their presentations.

The meeting was adjourned at 9:17 a.m.

Respectfully submitted,

Erik H. Arctander
Secretary