

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

June 28, 1995

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PRESENT: Chairman Shirley Ganem, Pamela Berg, Tony Triolo, Bill Wiebe, Andy Milligan, Barbara Jackson, John Catalano, Dennis Plante

Chairman Ganem called the meeting to order at 7:38 in the First NH Bank Conference Room. She turned the meeting over to John Catalano. Mr. Catalano explained his process for arriving at a Strategic Plan, which he has used many times with business organizations. The members present were asked to begin this process in behalf of the EDC in Wolfeboro.

He handed out two printed sheets: Planning Guidelines and Priority Rating Parameters (copies attached). Members were asked to write down on Post-Its three ideas for EDC projects. Each project was to be labeled as short term, medium term, or long term.

The Post-Its were then collected and sorted by time horizon. Beginning with suggested short term projects, Mr. Catalano read each project's description in turn and asked each member to rate it according to the 10-item set of priorities. Each member's rating was written on a summary board for later tabulation.

Four steps were completed at this meeting; four more will be completed at the next one. At the meeting after next, the ratings for each project will be analyzed to arrive at the three highest priority projects.

During the process there were some general discussions on terminology and current concerns:

- * Since many members had suggested creation of a park as a short-term project, a discussion ensued about what kind of a park was meant. Should it be a commercial, industrial, or "intellectually-oriented" park. The general term of business park was agreed upon. Members also discussed the possibilities of using either town-owned or privately-owned property.

- * They also discussed where such a park might be located and whether rezoning might be necessary.

- * Another discussion was held on the possibility of a ferry service connecting Wolfeboro and Weirs Beach. John Catalano described some of the ferry crossings he had used and how popular they were.

- * Bill Wiebe renewed his recommendation that there should be some coordination of activities in Wolfeboro by a central information service. Despite the newspaper and radio, events often seemed to overlap.

- * Mr. Wiebe also reminded members that the four points underlying the Wolfeboro, Our Town program should relate to all the projects suggested.

- * Andy Milligan brought up the most recent Selectmen's meeting, at which an increase in water-use rates was voted. He expressed frustration

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that his suggestion to phase in such increases more gradually to enable businesses to budget for them had been ignored. He said that wide enough notice had not been given of such an important meeting. Mrs. Ganem pointed out that a debate on water-rate increases has been going on for some time.

* This led to a general discussion of water rates, notices of meetings to the public, and ways of influencing the Selectmen.

* Mrs. Ganem read a notice from the State Department of Resources & Economic Development. It now offers grants of \$2,500 or more to towns for the cost of promoting the movement of out-of-state businesses into New Hampshire.

The meeting was adjourned at 9:25 a.m.

THE NEXT MEETING WILL BE ON JULY 5, 1995 AT THE SAME TIME AND PLACE.

Respectfully submitted,

Erik H. Ostander

Secretary

PLANNING GUIDELINES

1. STRATEGIC PLANNING METHOD

- A. Collect three ideas for economic development projects following closely to our EDC definition of Economic Development.
- B. Write each project on a separate "post it".
- C. At the top of each one indicate with an S, M or L which time category it fits into. See definitions.
- D. Next to the Time Category indicate which part of our Economic Development definition it falls under by placing the number, or numbers, which best describe the successful results of the project. See our agreed definition of Economic Development.
- E. Stick the "post-it"s on the wall under the Time Categories.

2. DEFINITIONS

A. ECONOMIC DEVELOPMENT AS VOTED ON, APPROVED AND ADOPTED BY THE EDC:

- 1. Retain and support existing businesses
- 2. Encourage the relocation of environmentally friendly companies to the area.
- 3. Promote new commercial ventures for the creation of career job opportunities for the local people.

B. *SHORT TERM PROJECTS* Begun, completed and showing planned results in less than six (6) months.

C. *MEDIUM TERM PROJECTS* Detailed business plan prepared and presented in less than two (2) months.
Interim milestones met in less than nine (9) months.
Planned results achieved in less than 18 months.

D. *LONG TERM PROJECTS* Detailed multi-phased business plan prepared/presented within four (4) months.
Phase 1 of plan implemented and showing results within twelve (12) months.
Phase 2 of plan, building on successes of Phase 1, completed within 24 months.
Phase 3 of plan, conclusion and meeting all goals, completed within 36 months.

E. *BUSINESS PLAN* Detailed plan having six sections:
Explicit objective of plan
Method of achievement
PERT (milestone timing) chart
Personnel resources required & sources
Financial resources require & sources
Possible problems & contingency planning

PRIORITY RATING PARAMETERS

RATE THE TOP THREE OF EACH TIME CATEGORY BY THE FOLLOWING PARAMETERS
ASSIGNING A NUMBER FOR EACH FROM 0 TO 10.

0=TERRIBLE
10=EXCELLENT

1. FINANCIAL RESOURCE LIMITATIONS
 2. PERSONNEL RESOURCE LIMITATIONS
 3. POPULARITY OF PEOPLE
 4. POPULARITY OF SELECTMAN
 5. PROBABILITY OF SUCCESS
 6. POSITIVE EFFECT(S) OF SUCCESS ON TOTAL ECONOMY
 7. POSITIVE EFFECT(S) OF SUCCESS ON EXISTING BUSINESSES
 8. POSITIVE EFFECT(S) OF SUCCESS ON NEW BUSINESSES.
 9. EFFECT ON QUALITY OF LIFE
 10. PERSONNEL OPINION
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