

# WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

June 14, 2011

## MINUTES

**Members Present:** Denise Roy-Palmer, Co-Chairperson, Linda Murray, Selectman's Representative, Frank Giebutowski, Tony Triolo, Mike Cooper, Mary DeVries, Bob Ness, Charles Wibel, Members.

**Members Absent:** Paul O'Brien, Co-Chairperson, Dave Bowers, Selectman's Representative.

**Staff Present:** Dave Owen, Town Manager, Lee Ann Keathley, Secretary.

*Co-Chairperson Denise Roy-Palmer opened the meeting at 8:03 AM.*

### **Consideration of Minutes**

**May 10, 2011**

***It was moved by Frank Giebutowski and seconded by Bob Ness to approve the May 10, 2011 Economic Development Committee minutes as submitted. All members voted in favor. The motion passed.***

**May 23, 2011**

***It was moved by Frank Giebutowski and seconded by Bob Ness to approve the May 23, 2011 Economic Development Committee minutes as submitted. All members voted in favor. The motion passed.***

### **Co-Chairpersons Report**

#### **➤ Adoption of Mission Statement**

Denise Roy-Palmer stated the Committee adopted the EDC's Mission Statement on 5/23/11.

Linda Murray stated she has issues with the Mission Statement specifically *"to achieve economic growth and benefits that exceed growth in our county and state while also balancing impacts on the Town's environment, character and culture."* She stated it reads that growth is the driving force and doesn't address balance of growth and what currently exists. She stated there is no support for existing businesses in the statement.

Mary DeVries stated the Mission Statement was accepted and the action steps are a tool for the EDC to meet the mission. She stated she is less concerned with the action steps as written and noted that "opportunity" speaks to both new and existing businesses.

Bob Ness agreed with Ms. DeVries. He stated the need to determine a way to measure that change is happening.

Frank Giebutowski stated he does not believe the Mission Statement excludes existing businesses. He stated the objectives are clearly subjective to review at all times.

Linda Murray stated she is having trouble understanding the statement and questioned what it means by exceeding growth.

Mike Cooper stated growth in the State could be 1% and growth in Wolfeboro could be 2% (putting concern into context); noting percentage is based on a total.

Linda Murray reviewed the Purpose Statement of the Economic Chapter of the Master Plan; stating she feels such should be included in the Mission Statement. She stated it should be clear in the Mission Statement to promote existing businesses.

➤ **Report findings from meetings with owners/managers of the Wolfeboro Inn and Lake Motel**

Denise Roy-Palmer stated she and Paul O'Brien met with Dave Peterson, owner, Lake Motel, and Mr. Soderberg, General Manager, The Wolfeboro Inn. She stated Mr. Peterson was pleased with how the approval process went with the Town and had questions regarding microwaves/refrigerators for the rooms and timeline for construction completion. She stated Rob Houseman subsequently sent a letter to Mr. Peterson addressing his questions. With regards to one night stays, she stated both locations accommodate one night stays however, The Wolfeboro Inn is not able to during the busy summer months. She stated they would like to see a longer busy season.

➤ **Report of continuing efforts of co-chairs**

Denise Roy-Palmer stated she and Paul O'Brien have met with individual members of the EDC and Staff, reviewed the Master Plan Implementation Matrix and attended the Route 28 Corridor Study public forums and she and Frank Giebutowski met with Clarence from GI Plastek. She stated they have not yet met with DRED and Paul O'Brien met with Ray Burton and others and would report at the next meeting.

Dave Owen volunteered to attend the meeting with DRED.

#### **Discussion Items**

➤ **Diane Levin, Wolfeboro Area Chamber of Commerce EDC**

Diane Levin stated the Chamber of Commerce EDC met and is focusing on supporting and retaining existing businesses to then create an environment that supports growth of the businesses. She recommended developing focus groups to determine barriers of the business community and develop an action plan. She stated the Town's study provided some direction and it is time to act on such; noting the Committee is interested in partnering with the Town's EDC to accomplish the tasks. She stated the Committee is meeting on 6/20/11, 7:30 AM at the Huggins Hospital Board Room.

Linda Murray, Denise Roy-Palmer & Frank Giebutowski volunteered to attend.

Frank Giebutowski questioned whether the Committee has focused on an industry segment.

Diane Levin stated the need for a strong agenda and facilitator to gather information that would be valuable to determine the businesses biggest challenge; focus to support what businesses are here and do whatever to make them succeed.

➤ **Master Plan Implementation Matrix**

Staff reviewed the updates to the matrix as a result of a meeting with the co-chairpersons.

Frank Giebutowski stated there is a need for a liaison to the Planning Board; noting such was previously discussed however, never implemented.

Mary DeVries volunteered to be the Committee's Planning Board liaison.

The Board discussed how during motorcycle week and the winter months, the lakes region motorcycle rides and snowmobile club excludes Wolfeboro and agreed there is a need to address the void on this side of the lake.

Dave Owen stated a program is published for motorcycle week and recommended advertising businesses in such.

Linda Murray stated the EDC has \$3,000 in their budget for advertising.

Tony Triolo stated the Town previously held a winter carnival that was organized by the businesses.

➤ **Update of assigned tasks/committee reports**

**Open House of Commercial Properties for Rent or Purchase**

Mary DeVries recommended holding the open house on 9/13/11 or 10/11/11 and requested assistance with such.

Linda Murray volunteered to help.

The Committee agreed to hold the Open House on 10/11/11.

**Focus Groups; reassign task**

Accommodation Committee: Paul, Tony, Charles & Linda.

**Granite State College**

Frank Giebutowski stated he and Rebecca Betts, Granite State College, visited four area businesses (Wolfeboro Area Children's Center, Huggins Hospital, GI Plastek and The Wolfeboro Inn) to discuss needs for ongoing education and is interested in meeting with additional businesses (follow up with Brewster Academy, the Town and the SAU office). He stated it is not clear whether there would be support for a full 13 week course. He stated Wolfeboro Area Children's Center expressed a need for education and has the facility for such.

Denise Roy-Palmer questioned whether doing a segment on Community Television would be helpful.

Frank Giebutowski replied yes.

Denise Roy-Palmer stated Brewster Academy and Huggins Hospital has offered their facilities for classes.

➤ **Town Manager / Selectman's Representative Report**

None.

➤ **Other Business**

Denise Roy-Palmer stated the Planning Board is hosting a public forum on proposed zoning changes to the Center Street corridor on June 21, 2011, 7 PM at the Wolfeboro Inn Ballroom.

Charles Wibel recommended the EDC participate in sending a survey to all businesses in the Downtown area. He stated there is not enough retail business in Wolfeboro for visitors to spend more than a day trip in the Town.

**It was moved by Linda Murray and seconded by Bob Ness to adjourn the June 14, 2011 EDC meeting. All members voted in favor.**

*EDC meeting scheduled for Tuesday, July 12, 2011 @ 8 AM at the Wolfeboro Inn Ballroom.*

*There being no further business before the Committee, the meeting adjourned at 9:21 AM.*

Respectfully Submitted,  
*Lee Ann Keathley*  
Lee Ann Keathley