

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

August 9, 2011

MINUTES

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

Member Absent: Tony Triolo, Member.

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

Co-Chairperson Denise Roy-Palmer opened the meeting at 8:00 AM.

Consideration of Minutes

July 12, 2011

The Committee tabled consideration of minutes.

Co-Chairpersons Report

➤ **Route 28 Corridor Study Steering Committee**

Denise Roy-Palmer & Paul O'Brien are members of the Steering Committee.

Paul O'Brien updated the Committee regarding such; noting the first section of the study appears to be more critical.

➤ **Accommodations**

Paul O'Brien stated he is interested in meeting with the owners of the Inn on North Main Street and is scheduled to meet with the owner of the Wolfeboro Inn.

Bob Ness questioned whether there are plans to upgrade the lift or expand the hours of the Abenaki Ski Area.

Linda Murray recommended speaking to Ethan Hipple, Director of Parks & Recreation.

➤ **Meeting with DRED**

Paul O'Brien stated Denise Roy-Palmer, Dave Owen and he met with representatives from DRED. He stated the representatives seemed genuinely interested in expanding beyond the Manchester and Concord areas. He stated DRED is hosting the Lakes Region Business Expo in Laconia on 9/28/11 and requested DRED to host another expo in the Wolfeboro area in the spring.

➤ **Meeting with Planning Board Chairman and Vice-Chairman**

Denise Roy-Palmer stated she and Paul O'Brien met with with Kathy Barnard, Chairman and Stacie Jo Pope, Vice-Chairman of the Planning Board and discussed the Master Plan Implementation Matrix.

Discussion Items

➤ **Marketing Proposal**

Paul O'Brien stated he would like to make the following motion; *"That the Economic Development Committee solicits proposals for the creation of a marketing campaign featuring the Town, its*

charm and potential as both a tourist destination and a small business climate. The selected marketing organization will work with the EDC, the Planning Board, Retail, Hospitality, Healthcare and Education sectors to create the Town's Capabilities Presentation. The Marketing organization will also be expected to define the plans and programs that will create social media, and traditional media with appropriate goals and objectives."

Charles Wibel stated he believes the concept is great however, recommended tabling the motion and addressing such until following the completion of the business focus groups and resident survey.

Mike Cooper questioned the definition of marketing plan; noting that more needs to be done. He stated conceptually it is good to explore. He questioned whether the Committee would go to the Town for funding.

Paul O'Brien replied yes, and possibly WEDCO.

Mike Cooper expressed concern that the Budget Committee would not support such.

Frank Giebutowski stated the hard part is implementation; noting it would be useful to have representatives from the local community provide input.

The Committee tabled the proposed motion to the 11/8/11 meeting.

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

Open House of Commercial Properties for Rent or Purchase

Following discussion of such, the Committee agreed to the following;

- Create inventory
- Create target list
- Invitations to be distributed 3 weeks prior to the Open House
- Invitation sent to local realtors

Open House scheduled for 10/19/11.

Focus Groups

Frank Giebutowski stated the subcommittee divided the Town into five segments; noting 500 businesses have been identified. He stated a facilitator and recorder would be present at the meetings.

Denise Roy-Palmer stated the South Main Street sector focus group is scheduled to be held at Huggins Hospital. She stated the invitation would be from the Chamber of Commerce, EDC and BOS.

Linda Murray requested the invitation be reviewed by the BOS.

Granite State College

Frank Giebutowski stated the sense of higher education is difficult to justify. He stated he is interested in pursuing discussion relative to continuing education / skill enhancing education program (for employers to improve their employee's skill sets).

Paul O'Brien questioned whether the employers see the market as competitive.

Frank Giebutowski stated it depends upon the skill level.

Charles Wibel stated the continuing education program at the high school struggles.

➤ **2012 Budget**

Dave Owen stated the budget guidelines include a 1% reduction in the 2012 budget.

The Committee agreed to have the Chairpersons review the budget with Staff and submit the recommendations for the 2012 budget.

➤ **Town Manager Report / BOS Report**

No reports.

It was moved by Mike Cooper and seconded by Mary DeVries to adjourn the August 8, 2011 EDC meeting. All members voted in favor.

EDC meeting scheduled for Tuesday, September 13, 2011 @ 8 AM at the Wolfeboro Inn Ballroom.

There being no further business before the Committee, the meeting adjourned at 9:11 AM.

Respectfully Submitted,
Lee Ann Keathley
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