

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

September 13, 2011

MINUTES

Members Present: Paul O'Brien, Co-Chairperson, Linda Murray, Selectman's Representative, Mike Cooper, Mary DeVries, Bob Ness, Charles Wibel, Tony Triolo, Members.

Members Absent: Denise Roy-Palmer, Co-Chairperson, Frank Giebutowski, Member.

Staff Present: Dave Owen, Town Manager, Rob Houseman, Director of Planning & Development, Lee Ann Keathley, Secretary.

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

Consideration of Minutes

July 12, 2011

Corrections: Page 1, Consideration of Minutes, motion; strike "July" & replace with "June"

It was moved by Tony Triolo and seconded by Charles Wibel to approve the July 12, 2011 Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

August 8, 2011

It was moved by Bob Ness and seconded by Charles Wibel to approve the August 8, 2011 Economic Development Committee minutes as submitted. All members voted in favor. The motion passed.

Co-Chairpersons Report

➤ **Route 28 Corridor Study Steering Committee**

Dave Owen stated Dave Ford is putting forth the first set of recommendations at the 9/21/11 BOS meeting.

Rob Houseman stated a field trip is being scheduled to look at rotaries in other towns. He reviewed options for Pickering Corner.

Discussion Items

➤ **Marketing Proposal**

The following motion made by Paul O'Brien has been tabled to the 11/8/11 meeting; *"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."*

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

Open House of Commercial Properties for Rent or Purchase

Mary DeVries distributed the invitation for the open house. She stated the Eaton's have donated their services and provided transportation via Molly the Trolley for the event. She noted the following

outstanding items; an attachment to the invitation needs to be developed, contact realtors and request them to provide available properties.

The Committee discussed whether to include rental properties in addition to for sale properties; the Committee agreed to include both.

Focus Groups

Charles Wibel stated the first focus group meeting is scheduled for 9/15/11 at Huggins Hospital.

➤ **2012 Budget**

Mary DeVries stated the Chamber of Commerce's request for funding for the Calendar of Events is in the Economic Development budget for the Town and not the EDC's budget.

Paul O'Brien reviewed the following changes to the budget;

- Part Time Wages increased from \$1,119 to \$2,100
- Consultants increased from \$0 to \$2,000 for an economic assessment performed by EDC members resulting from the 2011 work program)
- Added Dues & Subscriptions line in the amount of \$80
- Advertising decreased from \$3,000 to \$2,000
- Added Professional Development line in the amount of \$200
- Added Travel & Meetings line in the amount of \$200

➤ **Town Manager Report / BOS Report**

Linda Murray stated the BOS is receptive to supporting the efforts of the EDC.

Dave Owen stated the NH Department of Employment Security community profile for the Town is on the website; noting the numbers appear to be inaccurate (the profile states Brewster Academy has 100-115 employees and GI Plastek has 70 employees). He stated Denise Roy-Palmer and he will update the list and submit it to the State.

Mike Cooper stated Brewster Academy has 225 employees.

Referencing he and Rob Houseman's role relative to an Economic Development Director, Dave Owen stated he and Mr. Houseman would provide assistance to the Committee. He stated he and Mr. Houseman are not the Economic Development Directors of the Town however; they are prepared to provide staff assistance.

Rob Houseman stated when the Committee articulates a need they will provide the level of service requested within their capabilities and time constraints.

Other Business

Paul O'Brien questioned whether a letter of appreciation was sent to Dave Tower.

Dave Owen stated he would look into such.

It was moved by Bob Ness and seconded by Charles Wibel to adjourn the September 13, 2011 EDC meeting. All members voted in favor.

EDC meeting scheduled for Tuesday, October 11, 2011 @ 8 AM at the Wolfeboro Inn Ballroom.

There being no further business before the Committee, the meeting adjourned at 9:07 AM.

Respectfully Submitted,

Lee Ann Keathley

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