

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

January 10, 2012

MINUTES

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

Members Absent: Linda Murray, Selectman's Representative, Tony Triolo, Member.

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

Co-Chairperson Paul O'Brien opened the meeting at 8:00 AM.

Consideration of Minutes

December 14, 2011

Corrections:

Page 1, Co-Chairpersons Report, 4th paragraph; add "s" to "payment"

It was moved by Bob Ness and seconded by Charles Wibel to approve the December 14, 2011 Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

Discussion Items

➤ **Business Focus Group Findings Progress Report**

The Committee reviewed findings from the Business Focus Group meetings, see attached.

Referencing Marketing the Town (#1), Expand and promote four season economy (#2) and Increase visitors/foot traffic in Town (#3), Mary DeVries stated that many, if not all the initiatives are already established by the Chamber of Commerce and have been either identified or continue to be developed. Referencing Need for better relationship between town and businesses (#4) and Need for business growth and diversity of businesses (#5), she stated there are multiple initiatives that are not currently being done and the Committee may want to review such further.

Charles Wibel stated he sees 75-80% of the initiatives are the responsibility of the Chamber of Commerce and 20% are the responsibility of the Committee.

Dave Owen asked how formalized is the rebranding of the community from The Oldest Summer Resort in America to the Jewel of Lake Winnepesaukee. He questioned whether the rebranding is something for the Town to adopt?

Mary DeVries stated the rebranding is not intended to take away from "The Oldest Summer Resort in America" rather; it will be used to enhance the current branding. She stated additional signage will be included in the rebranding and the implementation of such would be occurring in the next couple of months. In regard to how the rebranding will be used, she stated the Chamber of Commerce is holding meetings with those individuals who are interested in participating in such.

Denise Roy-Palmer stated people have commented that they do not want the original branding/slogan replaced.

Paul O'Brien questioned how nonmember Chamber of Commerce members benefit from a successful execution of numbers 1, 2 and 3.

Mary DeVries stated those members are benefiting from the efforts of the Chamber of Commerce.

Mike Cooper recommended those businesses join the Chamber of Commerce.

Paul O'Brien questioned whether the EDC could or should make a statement to promote membership to the Chamber of Commerce.

Following discussion of Mr. O'Brien's question, the Committee agreed not to make a statement to promote the membership of the Chamber of Commerce.

Charles Wibel stated Diane Levin will be inviting the public and those who attended the focus group meetings to a presentation of the findings in February 2012.

Mary DeVries stated the findings would be presented to the Chamber of Commerce membership on 1/12/12.

Referencing #'s 4 & 5, Paul O'Brien stated such are reflected in the 2007 Master Plan and questioned how such could be addressed.

Mike Cooper stated all initiatives do not address the perception therefore; it becomes perception v. reality and recommended analyzing the gaps.

Frank Giebutowski questioned what actions should be taken to deal with the perceptions.

Following further discussion of the findings, the Committee agreed to the following:

- Set up project groups to deal with the five major topics
- Create a locus of the community
- Set benchmarks relative to the implementation/completion of the initiatives
- Create a joint committee to further develop the list of findings
- Review/compare findings to the SWAT analysis of Phase I of the Economic Development Strategic Plan (noting such becomes an action plan for the SWAT analysis)
- Compare the findings and the SWAT analysis with the goals and objectives of the 2007 Master Plan (noting such becomes an action plan for the SWAT analysis)
- Add the SWAT analysis and Master Plan goals & objectives to the findings

➤ **First Night Wolfeboro**

Charles Wibel First Night Wolfeboro 2011 was the best financial First Night in five years; noting a broader range of offerings and businesses stayed open. He stated feedback from business owners included comments that First Night is a winter activity without the need for snow or ice (the lake). He stated 3,000 buttons were sold; noting children are free.

➤ **Marketing**

Referencing The Inn & Spa at Mill Falls Magazine advertisement, Mary DeVries distributed the logo to be used in such and stated the spread would include a list of 101 things to do in Wolfeboro (random order). She stated additional photographs are needed. She stated the ad is part of promoting the new branding of the Town.

Frank Giebutowski recommended language to be included in the ad such as “a great place to locate your business” and recommended including the length of cross country trails in the Town.

Selectmen / Town Manager Report

- Budget Committee Public Hearing scheduled for 1/12/12 and 1/13/12, 7pm at the Wolfeboro Inn Ballroom
- Vacancy position on the Committee has been advertised

New Business

➤ Local provider purchasing preferences

Dave Owen stated reviewed policies / provisions relative to such from Somersworth, NH, Pittsburgh, Kansas and Texas; noting the State has no regulations rather, only the local procurement policy is offered. He stated he is unsure if the BOS wants to have such a provision. He reviewed examples of bid openings in which local providers did not submit bids for.

Mary DeVries stated the Chamber of Commerce has received many requests for names of local providers from the Town Manager or Town Department Heads.

The Committee tabled discussion of such.

Other Business

➤ 2011 Town Report

Denise Roy-Palmer stated the Committee has been requested to submit a summary of the Committee's activities in 2011 for the Town Report; noting a 500 word limit.

Paul O'Brien stated a draft would be distributed to the Committee via email and requested comments by members.

It was moved by Bob Ness and seconded by Charles Wibel to adjourn the January 10, 2012 EDC meeting. All members voted in favor.

EDC meeting scheduled for Tuesday, February 14, 2012 @ 8 AM at the Wolfeboro Inn Ballroom.

There being no further business before the Committee, the meeting adjourned at 9:13 AM.

Respectfully Submitted,

Lee Ann Keathley

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