

# WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

October 18, 2012

## MINUTES

**Members Present:** Denise Roy-Palmer, Co-Chairperson, Charles Wibel, Co-Chairperson, Dave Bowers, Selectmen's Representative, Linda Murray, Selectmen's Alternate, Mary DeVries, Paul O'Brien, Bob Ness, Members.

**Members Absent:** Zach Tarter, Frank Giebutowski, Mike Connolly, Tony Triolo, Members.

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

*Denise Roy-Palmer opened the meeting at 8:00 AM at the Wolfeboro Public Library.*

### **Discussion Items**

#### ➤ **Route 16 Billboard**

The Committee reviewed the following options;

1. Wolfeboro New Hampshire  
Jewel of Lake Winnepesaukee  
15 minutes to year-round shopping and dining  
Take Route 28 South  
to your 4-season destination
2. Wolfeboro New Hampshire  
Jewel of Lake Winnepesaukee  
Visit and enjoy its charm and beauty  
Follow Route 28 Ahead  
to your 4-season destination

Linda Murray stated the Town is both the Jewel of Lake Winnepesaukee and the Oldest Summer Resort in America; noting the brand, Oldest Summer Resort in America, is what made the Town the Jewel of Lake Winnepesaukee. She expressed concern that the brand has been removed.

Dave Bowers agreed with Ms. Murray.

Mary DeVries stated the goal of the marketing campaign for the Jewel of Lake Winnepesaukee was to enhance the brand and not take away from it. She stated she feels the picture may take away from the words because the picture is so beautiful and recommended using international symbols.

Charles Wibel stated minimal wording is recommended for billboards.

Bob Ness stated that based on his sales, winter pictures do not sell and from a visual experience, summer pictures stick in a person's mind.

The Committee agreed to keep the photo as the background of the billboard and chose option #2.

**It was moved by Charles Wibel and seconded by Bob Ness to accept the following language for the Route 16 billboard; “Wolfeboro New Hampshire, Jewel of Lake Winnepesaukee, Visit and enjoy its charm and beauty”. Remove the following language; “to your 4-season destination”.**

Discussion of the motion:

Dave Bowers questioned the distance from the billboard to Route 28.

Denise Roy-Palmer replied approximately 2 miles.

Paul O’Brien stated that if the language “America’s Oldest Summer Resort” is used, people may assume the Town is closed during the off season.

Mary DeVries stated one of the top questions asked by visitors is when the Town closes.

Charles Wibel stated a vinyl wrap could be placed across the bottom of the billboard (\$150/wrap) to advertise specific events.

Denise Roy-Palmer stated there was a consensus of the business focus groups to extend the summer season.

**It was moved by Bob Ness and seconded by Charles Wibel to amend the motion to include “America’s Oldest Summer Resort, now your 4 season destination” and “turn right on Rt. 28 2 mi.”. All members voted in favor. The motion passed.**

**It was moved by Charles Wibel and seconded by Bob Ness to accept the following language for the Route 16 billboard; “Wolfeboro New Hampshire, Jewel of Lake Winnepesaukee, Visit and enjoy its charm and beauty”. Remove “to your 4-season destination” and replace with “America’s Oldest Summer Resort, now your 4 season destination” and remove “Follow Route 28 Ahead” and replace with “turn right on Rt. 28 2 mi.”. All members voted in favor. The motion passed.**

Charles Wibel stated he would retrieve the exact mileage for the billboard after the meeting.

**It was moved by Charles Wibel and seconded by Bob Ness to adjourn the October 18, 2012 EDC meeting. All members voted in favor.**

There being no further business before the Board, the meeting adjourned at 8:20 AM.

Respectfully Submitted,

*Lee Ann Keathley*

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