

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

December 11, 2012

MINUTES

Members Present: Denise Roy-Palmer, Co-Chairperson, Charles Wibel, Co-Chairperson, Dave Bowers, Selectmen's Representative, Linda Murray, Selectmen's Alternate, Paul O'Brien, Tony Triolo, Frank Giebutowski, Mary DeVries, Members.

Members Absent: Zach Tarter, Mike Connolly, Bob Ness, Members.

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

Denise Roy-Palmer opened the meeting at 7:30 AM at the Huggins Hospital Board Room.

Consideration of Minutes

November 13, 2012

Corrections:

Page 3, 1st paragraph, 1st sentence; strike "higher than the bid policy" and replace with "higher than the other bid"

Page 3, 1st paragraph, last sentence; change to "The Town Manager reviewed the bids."

Page 3, Sustain Long Term Jobs in Wolfeboro, 2nd paragraph; strike "affordable" and replace with "livable"

It was moved by Frank Giebutowski and seconded by Charles Wibel to approve the November 13, 2012

Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

Discussion Items

- **Guest Speaker: Andre L. Garron, Extension Specialist, Regional Economic Development, UNH Cooperative Extension**

Andre Garron reviewed a Powerpoint presentation, see attached. He reviewed the Town of Londonderry's Economic Development webpage including testimonials from large employers in the town, identified various sites in the town for economic development, zoning maps, Economic Revitalization Zone map and community analysis (including drive times for distance). He stated New England Community Property Exchange developed a portion of the site and continuously updates the website, excluding mapping; noting the Town must be a member of NECIP to use the Catalyst service (\$2,000 annual fee associated with the latter service). He stated the total cost to develop the Town of Londonderry's site was \$65,000 (costs included \$15,000 for content development and \$35,000 for branding). He stated the Town received a grant in the amount of \$10,000 from the Community Technical Assistance Program. He noted the Town of Londonderry conducted a needs assessment prior to the development of the webpage.

Dave Owen stated the Town is considering a pop up map for Wolfeboro's Economic Revitalization Zone.

Rob Houseman stated the Town has the ability to put a fixed image (noninteractive) PDF online. However, to create a hot link for an interactive phase is \$500.

Dave Bowers asked how to increase traffic to Wolfeboro and make the Town a destination.

Andre Garron recommended making specific features of the site mobile ready.

Paul O'Brien asked how to keep the property information refreshed.

Andre Garron recommended building a content management system.

David Bowers questioned the necessity of having one person in charge of the website.

Dave Owen stated the Town has been able to avoid such and noted the discussion relates only to an Economic Development website. He stated each department is obligated to manage their webpage.

Linda Murray asked whether the site would be managed by Staff or a committee member.

Dave Bowers stated there should be one person in charge of the website.

Tony Triolo stated the Master Plan recommended an Economic Development Director.

Linda Murray stated the BOS split the responsibilities of such between the Town Manager and Rob Houseman.

Paul O'Brien stated things could get missed by having individual departments managing the website.

Dave Owen stated Virtual Town Hall provides training on a routine basis and website coordinators participate in said opportunities. He stated the discussion is about creating a sub-website for economic development.

Linda Murray stated it may be necessary to have one person manage the economic development webpage.

The Committee reviewed the Town of Bow's webpage.

➤ **Virtual Town Hall Service Agreement Addendum**

Dave Owen reviewed the Committee's current budget status and noted \$1,000 is unexpended. He reviewed the addendum for the creation of an Economic Development webpage and noted the cost for such is \$300.

It was moved by Charles Wibel and seconded by Tony Triolo to expend \$300 of the 2012 Economic Development budget for the creation of an Economic Development home page layout within the existing Town website by Virtual Town Hall. All members voted in favor. The motion passed.

Denise Roy-Palmer questioned the hot link to the ERZ.

Dave Owen recommended holding off until 2013.

➤ **2013 Budget**

Charles Wibel stated the Budget Committee reviewed the Economic Development budget and noted the members asked questions regarding the billboard and the relationship between the Chamber of Commerce and the Town's EDC.

➤ **Economic Revitalization Zone**

Denise Roy-Palmer stated the owners of the businesses in the ERZ are scheduled to meet with Robert Berry on 12/18/12 at WEDCO and noted the business owners will learn how tax credits are calculated.

Old Business

➤ **The Inns & Spa at Mill Falls Magazine Advertisement**

Mary DeVries stated the Chamber of Commerce has raised, through donations, \$1,250 towards the purchase of a two page spread in The Inns & Spa at Mill Falls magazine. She asked whether the EDC would partner with the Chamber of Commerce and expend \$1,250 (half the cost of the advertisement). She stated the Chamber of Commerce recommends running the same ad as in 2012.

Paul O'Brien asked the total budget of the Town.

Dave Owen replied \$25 million not including Enterprise Funds.

Dave Bowers stated the website should be the Committee's main focus.

Tony Triolo stated he is in favor of placing the ad in the magazine.

Charles Wibel stated he is not in favor of such.

Dave Owen stated the Committee could encumber the remaining 2012 funds for the magazine advertisement.

Mary DeVries stated the EDC discussed last year the fact that people are already in the area when they receive the ad. She stated she was requested to bring back a response from the Committee to the Chamber of Commerce.

Linda Murray recommended running the ad in order to evaluate results after running the ad for two consecutive years. She noted the Committee paid for a billboard without having statistics. She recommended encumbering 2012 funds in order to pay for the advertisement.

Dave Bowers recused himself from a vote relative to the expenditure of funds for the advertisement.

It was moved Linda Murray and seconded by Paul O'Brien to encumber \$600 from the 2012 Economic Development budget for a two page advertisement in The Inns & Spa at Mill Falls Magazine.

Discussion of the motion:

Frank Giebutowski stated the Committee does not have an approach as to how to promote the Town and recommended a heavier balance be placed on the development aspect of the Town.

Paul O'Brien asked if Mr. Giebutowski is recommending more weight be shifted to the Chamber of Commerce.

Frank Giebutowski replied no, a shared effort.

Mary DeVries stated the advertisement enhances the efforts by the Chamber of Commerce. She stated the Chamber identified the need for more visibility of the Town.

Frank Giebutowski questioned the opportunity to place a one page ad.

Mary DeVries replied yes, however the business donated funds towards a two page spread.

It was moved Linda Murray and seconded by Paul O'Brien to encumber \$600 from the 2012 Economic Development budget for a two page advertisement in The Inns & Spa at Mill Falls Magazine. Linda Murray, Mary DeVries, Denise Roy-Palmer voted in favor. Charles Wibel, Frank Giebutowski, Paul O'Brien opposed. The motion failed.

➤ **Billboard**

Denise Roy-Palmer stated the billboard is up however, is not lit.

Charles Wibel stated according to the contract the billboard is to be lit. He stated an article and photograph will be in the Granite State News.

Dave Owen stated he would email the contractor regarding the lighting of the billboard.

It was moved by Paul O'Brien and seconded by Frank Giebutowski to adjourn the December 11, 2012 EDC meeting. All members voted in favor.

There being no further business before the Board, the meeting adjourned at 9:05 AM.

Respectfully Submitted,

Lee Ann Keathley

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