

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

June 12, 2012

MINUTES

Members Present: Denise Roy-Palmer, Co-Chairperson, Dave Bowers, Selectmen's Representative, Mary DeVries, Frank Giebutowski, Tony Triolo, Bob Ness, Members.

Members Absent: Charles Wibel, Co-Chairperson, Paul O'Brien, Les McLeod, Members.

Staff Present: Lee Ann Keathley, Secretary.

Staff Absent: Dave Owen, Town Manager.

Guest Present: Mike Connolly.

Co-Chairperson Denise Roy-Palmer opened the meeting at 8:01 AM.

Consideration of Minutes

May 8, 2012

Corrections:

Page 1, last line; delete line

It was moved by Bob Ness and seconded by Frank Giebutowski to approve the May 8, 2012 Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

Discussion Items

➤ Member Appointment

Denise Roy-Palmer informed the Committee that Mike Connolly, Huggins Hospital, would be replacing Les McLeod on the Committee. She stated Mr. Connolly has not yet been formally appointed by the BOS.

➤ Business Focus Group Initiatives

Mary DeVries requested clarification with regard to addressing the initiatives of the Business Focus Group meetings; noting she thought the Committee would be focusing on one or two of the initiatives rather than all the initiatives.

Frank Giebutowski stated the intent of the focus groups was to present a unified front between the Chamber of Commerce, Town's EDC and the Chamber of Commerce's EDC. He stated the initiatives should be reviewed periodically.

Mary DeVries recommended a joint meeting with the Chamber of Commerce's EDC.

The Committee scheduled a joint meeting for 7/10/12.

• Marketing the Town

Denise Roy-Palmer stated she attended the anniversary dinner for NH Stories in Concord, transportation to and from the dinner via Molley the Trolley; noting the organization has 800+ members. She stated WEDCO had two tables at the event promoting the "Jewel of Lake Winnepesaukee" and thanked Betsy Booth and Julie Sabanek for their assistance. She stated

Winnepesaukee Chocolates is featured on the cover of Guide to NH Products and Services, a "101 Things To Do In Wolfeboro" flyer has been produced and Wolfeboro is featured in the Best Read Guide (page 24).

Mary DeVries stated a member of the Chamber of Commerce has requested to use the new marketing campaign "Jewel of Lake Winnepesaukee" to market their business. She stated Moonlight Madness is scheduled for 6/22/12, 5 PM – 8 PM. She stated the kiosks, parking and restroom signs have been installed.

- **Town/Business Relationship/Customer Service**

Tony Triolo stated he was informed Crepes Ooh La La placed a table and chairs on the sidewalk and the Town informed them they cannot place the table in the location it was set up.

Dave Bowers stated Crepes Ooh La La filed an official complaint against Bradlees and Bailey's Bubble and the complaint has been forwarded to the Code Enforcement Officer.

Mary DeVries stated the Chamber of Commerce is concerned for business in the community and rapport between the businesses and the Town; noting the Chamber of Commerce wants to keep things positive between the Town and the business owners and does not feel the Town has purposely sought out the issue with Crepes Ooh La La.

Frank Giebutowski stated the selective enforcement issue needs to be addressed.

Tony Triolo stated the Town is known for not being user friendly however, relations have improved. He stated many owners feel they can do whatever they want.

Dave Bowers stated if there is a problem, be specific and the BOS will respond.

Bob Ness agreed the perception of the Town needs to be addressed.

Frank Giebutowski requested the Committee address the motion tabled at the 5/8/12 meeting.

Staff read said motion:

It was moved by Paul O'Brien and seconded by Frank Giebutowski to recommend that the Select Board develop a survey that provides feedback on the overall experiences that are incurred during activities that require building permits. The EDC recommends that the Select Board convene all affected Town Departments and ask each one to contribute questions that will be asked of individuals/contractors, while being mindful of the need for a simple and comprehensive anonymous survey.

Mary DeVries questioned support from the BOS with regard to the motion.

Dave Bowers recommended the Committee request Dave Owen to place such on the BOS agenda.

Denise Roy-Palmer stated the Committee is asking for improved customer service.

Dave Bowers asked what service is lacking.

Frank Giebutowski stated there is an idea that the Town is not a friendly business environment and the process is not clear and is lengthy; noting the intent of the survey is to determine what it is like to do business with the Town. He stated people are unwilling to directly confront the Town.

It was moved by Frank Giebutowski and seconded by Bob Ness to recommend that the Select Board develop a survey that provides feedback on the overall experiences that are incurred during activities that require building permits. The EDC recommends that the Select Board convene all affected Town Departments and ask each one to contribute questions that will be asked of individuals/contractors, while being mindful of the need for a simple and comprehensive anonymous survey. All members voted in favor. The motion passed.

- **Website Statistics**

The Committee reviewed the information submitted by Charles Wibel, via email prior to the meeting, see attached.

Frank Giebutowski stated there needs to be the capability of updating the information annually.

Mary DeVries questioned how the information would be maintained.

Denise Roy-Palmer recommended an annual agenda item to review new content.

Mary DeVries expressed concern for loss of credibility if someone is looking for the most comprehensive information about Wolfeboro and the information is not available.

Bob Ness stated the Committee should use the document, learn from it and adjust what is necessary over time. He stated he would submit the document to the Information Systems Advisory Committee.

The Committee agreed to review the information submitted by Mr. Wibel and submit any changes or recommendations to him directly so that the information could be placed on the website prior to the next meeting.

Old Business

- **Economic Revitalization Zone**

Denise Roy-Palmer stated she has talked to the property owner of GI Plastek and will contact the owners of Wolfeboro Oil to discuss the designation of an economic revitalization zone for the Business Park. She stated if the owners agree with such, she recommended the Committee request the designation of the zone by the BOS.

Tony Triolo stated he would provide contact information for the owner of the Wickers building.

It was moved by Tony Triolo and seconded by Bob Ness to forward the request to the BOS to designate the Business Park as an Economic Revitalization Zone if the property owners are in support of such. All members voted in favor. The motion passed.

➤ **Google Analytics Presentation**

Frank Giebutowski questioned whether the Committee would be interested in having a workshop/presentation on Google Analytics. He stated the Town Manager and BOS could determine which committees and employees attend the workshop.

The Committee expressed interest in such.

New Business

➤ **NHEDA (NH Economic Development Association)**

The NHEDA meeting is scheduled for 6/22/12, 9 AM at the Wolfeboro Inn.

➤ **LRPC CEDS Meeting**

The LRPC CEDS meeting is scheduled for 6/28/12, 3 PM at WEDCO.

It was moved by Bob Ness and seconded by Frank Giebutowski to adjourn the June 12, 2012 EDC meeting. All members voted in favor.

There being no further business before the Committee, the meeting adjourned at 8:59 AM.

Respectfully Submitted,

Lee Ann Keathley

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