

**WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE
WOLFEBORO CHAMBER OF COMMERCE ECONOMIC DEVELOPMENT COMMITTEE
August 14, 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, Zach Tarter (Chamber of Commerce's EDC Chairman), Tony Triolo, Bob Ness, Mike Connolly, Members.

Members Absent: Paul O'Brien, Frank Giebutowski, Members.

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

Staff Absent: Lee Ann Keathley, Secretary.

Consideration of Minutes

June 12, 2012

Corrections:

Page 1, last paragraph; strike "WEDCO" & replace with "Wolfeboro"

Page 2, 5th paragraph; delete "for the business community and" & insert "about"

It was moved by Tony Triolo and seconded by Bob Ness to approve the June 12, 2012 Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

Discussion Items

➤ **Member Appointments**

Denise Roy-Palmer stated Zach Tarter (Chairman of the Chamber of Commerce's EDC) and Mike Connolly (replacing Les McLeod) will be appointed as full members to the EDC by the BOS. The alternate position remains open. She stated Alan Harding stated he is not available at this time to serve on the Committee as a member; however, he requested the Committee contact him in the spring regarding the position.

• **Website Statistics**

Bob Ness distributed and reviewed an analysis of the Town's website; noting for the month of July there were 62% new visitors with a total of 13,000 visitors to the site.

Dave Owen reviewed the Town's website host information; noting 33.5% of referrals come from Google. He also distributed and reviewed the Virtual Town Hall statistics.

Charles Wibel stated the Economic Development page is almost complete and reviewed the changes to such. He stated once it is complete it will be forwarded to the Town Manager to place on the Town's website.

Mary DeVries questioned how contact for such would be made.

The Committee agreed to have the contact go through the Town Manager and Director of Planning and Development.

Dave Owen distributed copies of the updated NH Community Profile to the Committee.

➤ **Business Focus Group Initiatives**

- **Marketing the Town, Expand/Promote 4 Season Economy, Increase Visitors/Foot Traffic**

Denise Roy-Palmer stated the Downtown improvements complement the Town.

The Committee discussed television and news paper articles about Wolfeboro and the increase in the number of visitors.

Referencing “Wolfeboro, The Jewel of the Lake Winnepesaukee” and “101 Things To Do” marketing campaign, Denise Roy-Palmer questioned how the marketing of such was going in the business community, and whether the EDC should market such and questioned the focus of the Committee; noting the EDC has a line item for marketing in their budget.

Linda Murray stated it is harder to market the Town during the off season.

Rob Houseman reviewed the way finding sign project and the additional information to be included on the kiosks.

Dave Owen updated the Committee regarding the Glendon Street parking lot.

Linda Murray reviewed the proposal for use of the Pop Whalen parking lot to allow for long term parking for island residents’ boat trailers.

Dave Bowers suggested placing an advertisement for Wolfeboro on a billboard on Route 16. Other possible locations were discussed including the Rte 109/Rte 16 intersection in Wakefield and in Alton.

Following further discussion of such, Mary DeVries and Charles Wibel volunteered to research such (cost and placement on Route 16 and Route 109) and report to the Committee at the next meeting.

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

Rob Houseman reviewed the Permit Process Customer Service Survey.

Referencing the results of the survey, Linda Murray stated the information will be reviewed to determine how to best manage the permit process and be more responsive to the applicant; noting such would be provided to those going through the process for a one year period. She stated consideration is being given to sending it to those involved in the process during the past year as well. She stated the survey can also be completed on survey monkey.

Bob Ness suggested adding questions as to who did not receive a permit, what was their planned occupancy date and when did they start the process.

Charles Wibel stated there are those who will not comply and walk away from the process.

- **Business Growth/Diversity**

Referencing the kiosks, Denise Roy-Palmer suggested a QR code to link to the Chamber of Commerce’s Calendar of Events and one to Business Relocation to promote business growth and development to be placed on the kiosks.

The Committee agreed to place the QR code for Business Relocation link to the EDC home page.

Linda Murray reviewed business revitalization plan.

Charles Wibel reported on his inquiries with UNH's Fresh Water Research, Sports Management and Pre-Nursing projects and hopes to have more information at the next meeting.

Old Business

➤ **Economic Revitalization Zone**

Denise Roy-Palmer stated she has left paperwork with Wolfeboro Oil and Tony Triolo has forwarded paperwork to the owner of Wickers; however, he has not yet heard back from either business.

It was moved by Bob Ness and seconded by Dave Bowers to adjourn the August 14, 2012 EDC meeting. All members voted in favor.

Respectfully Submitted,
Robert Houseman
Robert Houseman

Denise Roy-Palmer
Denise Roy-Palmer