

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE
September 18, 2012
MINUTES

Members Present: Denise Roy-Palmer, Co-Chairperson, Charles Wibel, Co-Chairperson, Linda Murray, Selectmen's Alternate, Paul O'Brien, Bob Ness, Mike Connolly, Members.

Members Absent: Dave Bowers, Selectmen's Representative, Frank Giebutowski, Zach Tarter, Mary DeVries, Tony Triolo, Members.

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

Denise Roy-Palmer opened the meeting at 8:05 AM at the Wolfeboro Inn Ballroom.

Consideration of Minutes
August 14, 2012

It was moved by Linda Murray and seconded by Bob Ness to table the August 14, 2012 Economic Development Committee minutes. All members voted in favor. The motion passed.

Discussion Items

➤ **Member Appointments**

Denise Roy-Palmer stated Zach Tarter and Mike Connolly have been appointed by the BOS as members of the EDC.

Mike Connolly noted he has not been sworn in.

➤ **2013 Budget**

Dave Owen stated the BOS voted a 0% increase in discretionary line items for the 2013 budget, not including salaries and benefits.

Denise Roy-Palmer verified a draft budget was submitted based on the 2012 approved budget.

Charles Wibel verified there is no proposed use for the consultant line item.

Linda Murray recommended transferring \$1,500 from such to the advertising line item.

It was moved by Bob Ness and seconded by Paul O'Brien to decrease 48520.311 Consultants from \$2,000 to \$500 and increase 48520.562 Advertising from \$2,000 to \$3,500. All members voted in favor. The motion passed.

Referencing Outside Services (Wolfeboro Chamber of Commerce Calendar of Events), Paul O'Brien asked how the Committee knows what the funds are used for and what the Town gets back from it. He asked why the production and distribution of the calendar is not competitively bid out.

Charles Wibel stated the Committee needs a more definitive explanation regarding the calendar; noting the calendar of the Chamber of Commerce should be a live calendar and events be added continuously.

Linda Murray stated the requested funding is defended by the Chamber of Commerce and not by the EDC.

Paul O'Brien noted that Mary DeVries has forcefully stated the calendar is not EDC business.

Linda Murray stated it is difficult to have this conversation without the presence of Ms. DeVries.

Denise Roy-Palmer stated the calendar posted on the Chamber of Commerce's website includes events of Chamber members only and the paper Calendar of Events is distributed to everyone.

Charles Wibel stated the Calendar of Events is not a worthwhile project if it cannot be updated.

Linda Murray stated the Calendar of Events is printed monthly.

It was moved by Paul O'Brien and seconded by Bob Ness to approve the 2013 Economic Development budget in the amount of \$12,171.00 (decreasing 48520.311 Consultants from \$2,000 to \$500 and increasing 48520.562 Advertising from \$2,000 to \$3,500) with request for clarification from Mary DeVries relative to 48520.380 Outside Services (Chamber of Commerce Calendar of Events). All members voted in favor. The motion passed.

Paul O'Brien verified the Committee cannot adjust the Chamber of Commerce's request for funding.

It was moved by Paul O'Brien and seconded by Bob Ness that Mary DeVries, on behalf of the Chamber of Commerce, would be responsible for the justification of the funding request for 48520.380 Outside Service (Chamber of Commerce Calendar of Events). All members voted in favor. The motion passed.

➤ **Business Focus Group Initiatives**

- **Marketing the Town, Expand/Promote 4 Season Economy**

Charles Wibel stated he found a billboard southbound on Route 16 by the Yankee Furniture Barn (2 miles from Route 28). He stated NH DOT conducts traffic counts every two years (northbound and southbound are combined); noting he has retrieved the figures. With regard to the effectiveness of a billboard, he stated he was unable to find statistics related to such; however, billboards are perceived to be good for tourists and proximity to point of purchase is important, noting the billboard should be placed within one mile from the junction of Routes 28 & 16.

Dave Owen questioned the cost of the billboard.

Charles Wibel replied \$2,400 (12 month rental for a 15'x8' sign) or \$750 per quarter; noting the Town would be responsible for preparing the sign (between \$800 and \$1,000). He stated he forwarded the information to Mary DeVries and suggested the EDC and Chamber of Commerce share in the financial cost of the billboard, noting Ms. DeVries indicated that a project study should be performed.

Referencing the draft billboard language and photograph submitted by Bob Ness, Denise Roy-Palmer recommended the Chamber of Commerce review such for content/language (such as incorporating "Jewel of Lake Winnepesaukee").

Paul O'Brien questioned how the impact of the billboard would be measured and asked whether the billboard could be changed within the timeframe of the lease.

Charles Wibel replied yes to the latter.

Linda Murray recommended the Committee move forward with the billboard regardless of the Chamber of Commerce's involvement.

It was moved by Bob Ness and seconded by Paul O'Brien to pursue an advertisement on a billboard on Route 16 (southbound) and request the Chamber of Commerce review the marketing and proposed language for such. All members voted in favor. The motion passed.

- **Permit Process Customer Service Survey**

Paul O'Brien questioned the results of the survey.

Linda Murray stated the survey was sent to those who received occupancy permits in 2011, noting 50 surveys were sent out and 6 were returned. She stated the surveys are received at the Planning & Development Office, date received stamped by the secretary and the survey is then placed in a binder. She stated a question from Bob Ness and from the Chamber of Commerce's quarterly meeting arose with regard to what happens if a building permit is issued; however, the project never moves forward. She stated Rob Houseman responded that a survey should be sent regardless.

- **Website Statistics**

Bob Ness stated the statistics are down to 9,000 hits per week.

Town Manager Report

Dave Owen stated the Town received a cost estimate in the amount of \$140,000 for the construction of permanent public restrooms on the north side of the Town. He questioned the amount of use of the existing portable toilets in that area and the consensus of the Committee with regard to opting for portable toilets or seasonal permanent restrooms.

Paul O'Brien questioned the cost of the Albee Beach bath house.

Dave Owen replied \$120,000.

Denise Roy-Palmer recommended asking the opinion of the business owners.

Bob Ness stated he is in favor of a permanent restroom and questioned whether the pumping station building be augmented.

Linda Murray replied no and stated the restrooms would be located on the green space beside the pumping station.

Charles Wibel stated he feels complaints received with regard to location of restrooms are a Chamber of Commerce issue and not a Town issue, noting the Chamber of Commerce is charged with bringing business to the Town. He stated he does not feel a permanent restroom would bring more business to the community.

Paul O'Brien stated the Town should be proactive and not reactive of complaints received.

Old Business

- **Focus Group Follow Up Meeting**

Denise Roy-Palmer stated a Focus Group follow up meeting to update the business community regarding efforts by the Town and Chamber of Commerce has been scheduled for 10/24/2012 at 6:30 PM; location to be determined. She stated a personal invitation would be distributed to those who attended the focus group meetings. With regard to such, Denise Roy-Palmer stated the Committee, with assistance from other Town departments and the Chamber of Commerce, have accomplished the following tasks:

- Developed an economic development page on the Town's website

- Created a Tourist Information tab/button on the Town's website
- Produced a Customer Service Survey
- Established a tax incentive zone (subject to State approval of application)
- Reached out to UNH (educational opportunities)
- Placement of kiosks and directional signs in the Downtown area
- Placement of portable toilets

➤ **Economic Revitalization Zone**

Dave Owen stated the application to designate the properties in the Wolfeboro Business Park on Wickers Drive (off Route 109-A) as an Economic Revitalization Zone has been submitted to the State, noting that once the application is approved the EDC will follow up with the property owners and engage in an advertising/education campaign regarding such.

Denise Roy-Palmer verified the application fee was taken from the EDC budget.

Linda Murray recommended contacting the Union Leader.

New Business

➤ **Boat Trailer Parking**

Linda Murray stated Mast Landing is a boat launching site for Crescent Lake and Lake Wentworth; noting for years, island property owners have parked their trailers on the green space at the site. She stated that as a result of such, day trippers are not able put their boats in the water because the parked trailers obstruct the ability to do such. In an attempt to address the issue, she stated the BOS recommended use of the gravel parking area at Pop Whalen Arena for boat trailer parking (for island residents/taxpayers only); noting the island residents would receive a parking ticket for such. She stated the BOS held a public hearing and property owners of Lake Winnepesaukee stated they have to pay to have their trailers stored and therefore, use of the parking should be open to all residents and a fee should be charged.

Charles Wibel stated Frank Giebutowski has requested the EDC vote to oppose the boat trailer parking at the Pop Whalen Arena.

Paul O'Brien stated the Town should not be in the boat storage business and asked whether any boat yard owners attended the public hearing.

Linda Murray replied no.

Charles Wibel stated he doesn't believe the EDC should get involved with the issue.

➤ **Change of Meeting Time**

Due to the increase in number of agenda items and tasks associated with such, the Committee agreed to extend the length of the meeting to 1 ½ hours, noting the time of the meetings will be 7:30 AM to 9:00 AM.

It was moved by Bob Ness and seconded by Paul O'Brien to adjourn the September 18, 2012 EDC meeting. All members voted in favor.

Next EDC meeting scheduled for October 9, 2012 at 7:30 AM at the Huggins Hospital Board Room.

Respectfully Submitted,

Lee Ann Keathley

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