

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

October 8, 2013

ACCEPTED MINUTES

Members Present: Denise Roy-Palmer, Vice Chairman, Dave Bowers, Selectmen's Representative, Linda Murray, Selectmen's Alternate, Charles Wibel, Alan Harding, Mary DeVries, Kathy Eaton, Members.

Members Absent: Zach Tarter, Chairman, Cindy Patten, Mike Connolly

Staff Present: Dave Owen, Town Manager, Rob Houseman, Director of Planning & Development, Anne Marble, Acting Recording Secretary.

Vice Chairman Roy-Palmer opened the meeting at 8:00 AM at the Huggins Hospital Board Room.

Consideration of Minutes
September 10, 2013

Kathy Eaton moved to approve the minutes as written, seconded by Dave Bowers all members in favor. The motion passed.

Old Business

EDC Website/Economic Development Webpage; launch of webpage, press release

Rob Houseman gave a presentation of the website. He has added 101 things to do, the annual weather and he also added the phrase Jewel of Lakes Winnepesaukee and the Oldest Summer Resort in America is on the website. The demographics are unchanged. He also brought up if they should pay a fee to prevent bouncing. The map came from Google. He cannot label the Atlantic Ocean. He does have traffic distances but the major roads are not listed. He will talk with the Lakes Region Planning Commission about the including of the major roads.

Alan Harding would like to change the hues of Lake Winnepesaukee and include the major highways.

Dave Bowers would like to put Canada in the white portion of the map.

Denise Roy-Palmer asked about authorizing the expenditure.

Mary DeVries stated that the Chamber uses a map in their brochure that they talked about at their last meeting. Mary left the meeting to go get some brochures.

Denise Roy-Palmer asked if there are any other suggestions.

Alan Harding wondered if it should list that Wolfeboro has an AM radio station and a weekly newspaper.

Kathy Eaton agreed that was a good point.

Dave Bowers talked about the listing for a college preparatory school.

Rob Houseman stated that there are 2 references to schools

It was agreed upon to list Brewster Academy as a private college preparatory boarding and day high school.

Mary DeVries came back and handed out the Chamber brochure.

Denise Roy Palmer preferred the map in the brochure to the one on the website. It lists the major highways.

Everyone was in agreement to use the Chamber's map. It was suggested that Massachusetts be added like Maine is.

There was a discussion about activating the website.

Rob Houseman will make the changes and the website will go live.

Linda Murray requested that the Committee to present it to the Board of Selectmen at their next meeting on October 16th and it will be an agenda item.

Denise Roy-Palmer thanked everyone who worked on the website. She also said a press release should be done about the launch of the website.

Staff Support-Recruiting a new Recording Secretary

Dave Owen has put in the packet an ad that will appear in the Granite State News. The other 3 recording secretaries are not available or are unwilling to do the EDC meetings.

Rob Houseman explained that at the time of the meeting people are not available due to child care responsibilities.

Dave Owen said that the wage for the preparer of the minutes will be \$14.10 instead of the \$16.39. So he will make the EDC budget for 2014 level funded.

Discussion Items

December 31st Event

Mary DeVries discussed this briefly at the last meeting, First Night is a Wolfeboro event and the Chamber is working on funding the event. There are 2 significant changes this year. The first is that the Governor Wentworth Arts Council will no longer be a sponsoring partner. Second, First Night Boston no longer exists and they did not know if they could use the name. It will still be called 1st Night Wolfeboro.

Wolfeboro Economic Development Committee
October 8, 2013

There was a discussion of investing \$540 from the 2013 budget to promote this.

Kathy Eaton would like to advertise for the 1st Night Wolfeboro. Portsmouth already has one but Manchester and Concord do not. Should advertise in the southern part of the state. We can juggle the funds.

Linda Murray said that in order to use the \$540 the ad would have to say Wolfeboro Economic Development Committee on it somewhere.

Alan Harding said that we should advertise in the Union Leader and Concord Monitor.

Charles Wibel said it would be good for us.

Innovate in the Granite State advertisement

Kathy Eaton – we have 1 shot at change or we will be charged. She is not happy with the ad. They chopped in 2 lines, should keep is on all 1 line. Also put the headline in the water. Drop the Wolfeboro and certified in the first line, identify the zones and put them back in. Second line drop the Municipal, third line don't need Municipal and Department, fourth line don't need Complex, line 7 remove the word private, line 8 remove the public, line 9 remove private, line 10 Kathy knows she took liberty with four lakes, line 11 is important.

Linda Murray asked if we should mention the Town ski slope. Also she would like the address removed.

Charles Wibel said that Why Move or Grow Your Business in Wolfeboro? Is not centered under the picture.

Kathy Eaton said the We'd Love to Welcome You to Wolfeboro should be in the water and remove some capital letters.

Dave Owen stated that a purchase order has been written.

Alan Harding asked if it should mention the Nick. The Nick is an asset that can be used.

Linda Murray said the Nick is not drawing the people. That's why Family Fun Day was moved to Brewster Field.

Dave Bowers said that the downtown is a magnet.

Marketing Strategies

Kathy Eaton is talking about what magazine to put the ad in. She would like the Committee's recommendation. This is a lot to take in and she will bring it up at the next meeting. We have the

fall/winter Yankee magazine, Hippo, the motorcycle magazine. She is also discussing the different prices for the ad.

Mary DeVries is looking for what the Committee would like and they have been working on this for months.

Finalize 2014 Budget Request

Linda Murray told the Committee that the Board of Selectmen has asked for a zero increase.

Dave Owen said that the EDC has a \$1,000 increase but with the recording secretary pay rate going down it would be less. Dave wanted to know if the Committee would like him to make their budget a zero increase budget.

The Committee said yes.

Linda Murray asked if the billboard is just for next year and not for the future.

Kathy said it will be re-evaluated after next year, and it's not in the 2014 budget.

Kathy Eaton asked if we could use the budget next year for an advertisement.

Dave Owen stated that the 2014 budget cannot be used until after the voting and we cannot do a purchase order until then.

Denise Roy-Palmer said we will do only print advertisement, no radio.

EDC budget review by the BOS is on October 24, 2013 at 6:30 PM at the Town Hall Meeting Room.
EDC budget review by the Budget Committee is on December 5, 2013 at 7:00 PM at the Wolfeboro Inn Ballroom.

Charles Wibel moved to adjourn at 9:01 AM, seconded by Dave Bowers, with all in favor.

Respectfully Submitted,

Anne C. Marble