

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE
November 12, 2013
MINUTES

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

Members Absent: Mike Connolly

Staff Present: Dave Owen, Town Manager, Rob Houseman, Director of Planning & Development, Marie Watson, Acting Recording Secretary

Zach Tarter opened the meeting at 8:00 AM at the Huggins Hospital Board Room.

Consideration of Minutes

October 8, 2013

Corrections:

Page 3, Innovate in the Granite State advertisement, last line, take out, "she lives on Rust Pond"

Page 1, EDC Website, paragraph 1, change phase to, "phrase"

Page 1, EDC Website, paragraph 5, change May, to, "Mary"

Page 2, EDC Website, paragraph 5, change May, to, "Mary"

Page 4, Finalize 2014 Budget Request, paragraph 4, change Lind, to, "Linda"

It was moved by Mary DeVries to approve the October 8, 2012 Economic Development Committee minutes as amended. All members voted in favor. The motion passed.

Old Business

♦ **Economic Development Webpage**

The Committee thanked Rob for his work on the EDC Webpage. It is good that the link on the top is in red on the Town of Wolfeboro home page. Rob mentioned LeeAnn can do some editing of the page. Rob mentioned the Atlantic Ocean got labeled. Travel distances from Concord & Portland, ME to Wolfeboro can be added.

It was mentioned that the 101 things doesn't include cross country skiing.

Dave Bowers stated something would have to be removed to add cross country skiing.

Linda Murray asked if we can get the statistics of how many people go to the webpage.

Rob said we can get it from Google analytics. He said he would leave that to Dave Owen.

Rob said the webpage is active, and hot, and asked is there any feedback. LeeAnn would be the web person making changes for the page.

Denise Roy-Palmer asked if it would be helpful to have the 4 buttons on the top of the EDC webpage a different color so they would pop out.

Mary DeVries mentioned the color is keeping with the style.

Rob said we modeled it after Bow.

Denise Roy-Palmer mentioned there's a different color on the home page.

Dave Owen mentioned the different color points out a new feature on the home page.

Dave Bowers said the webpage was very beautifully done.

Zach Tarter said we need to do a press release.

Alan Harding said he was hoping Elissa Paquette would be here at the meeting today.

Denise Roy-Palmer asked if there are any thoughts to add other things to The Wolfeboro Advantage page.

Kathy Eaton said you can send pdf's to Rob.

Dave Owen mentioned links could be added.

Linda Murray added right on the page.

♦ **Staff Support-Recruiting a new Recording Secretary**

Zach Tarter thanked Dave Owen for staff support and asked about the ad.

Dave Owen mentioned the ad was put out. It is 5-6 hours a month. If anyone knows anyone send them our way. The hourly rate is \$14.10.

Dave Bowers mentioned a signing bonus (in jest.)

♦ **Budget Review**

Zach Tarter asked about the Budget Review.

Linda Murray said the Economic Development budget passed as presented to the Board of Selectmen.

♦ **Allocating Remaining 2013 Advertising Funds**

Kathy Eaton mentioned that First Night has raised \$11,000. Kathy said advertising in the Hippo on the 93 corridor will go further than advertising in The Concord Monitor or The Union Leader. Kathy made a recommendation to use the \$540 remaining from the 2013 funds for the Hippo. The First Night ad could

be a recommendation for a winter event in Wolfeboro. The ad could be designed and sponsored by The Wolfeboro Economic Development Committee.

Cindy Patten said the Hippo is distributed in a ton of places.

Kathy Eaton mentioned we are looking at reaching young people with families in their 30's, 40's, and 50's. The December 26th issue and the one after that will be picked up by these families looking for something to do. The Hippo will reach these families. This is Kathy's recommendation.

It was moved by Kathy Eaton and seconded by Cindy Patton to allocate the remaining 2013 advertising funds for an ad in the Hippo. All members voted in favor, The motion passed.

◇ **Discussion – Cynthia Harrington, State Business Recruiter, NH Div. of Economic Development**

Mary DeVries introduced Cynthia Harrington, State Business Recruiter from the State on NH, Division of Economic Development.

Mary DeVries said that past conversations with this group had resulted in asking for assistance from the State of New Hampshire for ideas for driving businesses into Wolfeboro.

Cynthia Harrington's presentation consisted of three steps. Step One – Why Wolfeboro - Why would a business look at the community? Step Two – Business Retention – Take care of existing businesses in Wolfeboro. Step Three - Business Recruitment – How can Wolfeboro show that it is business friendly?

Cynthia Harrington said she had spent ½ a day with Denise Roy-Palmer in Wolfeboro. Cynthia mentioned that we have a lovely, community. What kind of business would come here? She said we need internal cooperation for a unified vision for recruitment. Businesses that would work in Wolfeboro would be start ups on the entrepreneurial side, software, light manufacturing that is small, not industrial. Manchester & Dartmouth are incubators of these type of businesses.

Alan Harding asked if there's a list of what we have here.

Cindy Harrington said she doesn't have the list.

Cindy Harrington talked about Wolfeboro being commuting distance to the aerospace sector which is from Rochester to Pease. Service and suppliers to this sector would include Wolfeboro. Suppliers are relocating in New Hampshire. Smaller companies with warehouse storage could relocate to Wolfeboro. Cindy mentioned think regionally act locally, the school system, the lifestyle, and the business opportunities. She mentioned having a full positive attitude to attract companies here. Deb Avery is assigned to this area. Cindy talked about the business approval needing to be friendly and speedy. She talked about the social networks Facebook, u-tube and twitter. Cindy mentioned having a form of recognition for the Business of the Year. She talked about PR at groundbreaking. Cindy mentioned having open houses, businesses meeting with the selectmen after elections. Cindy talked about the business visitation program, check in, thank them, and know that they're welcome here.

When talking about Business Recruitment Cindy Harrington talked about a positive attitude from Town leadership and a single point of contact. She talked about keeping confidentiality and not leaking the name of potential new businesses to the media. They take a lot of steps to get here. During the permitting process everything should be talked about in advance and maybe some permits can be done simultaneously. On the regional side meetings like this could be held with locally with the communities.

Dave Owen mentioned the Lakes Region Planning Commission has a subcommittee connected in that regard.

Charles Wibel said Wolfeboro sits in the Lakes Region and the Route 16 corridor. He mentioned Laconia and Meredith; you can get there but not easily.

Kathy Eaton mentioned we don't think of us as a Wolfeboro to Portsmouth regional opportunity.

Cindy Harrington talked about a meeting with 4 cities, 2 counties and the brochure that was a product of that meeting. The brochure she handed out promoting the seacoast as an aerospace region. There is a webpage. She mentioned that the state can get Wolfeboro in that website. Cindy said Denise may want to come to the regional meeting with the President of Great Bay Community College, UNH, and Strafford County Planning which is December 10th at the Pease Development Authority. Cindy mentioned the State Annual Economic Development Summit December 11th at Church Landing in Meredith.

Zach Tarter said we'll be represented for sure.

Charles Wibel asked that Wolfeboro get put on the list to receive information.

Kathy Eaton mentioned the common denominator is the lake.

Dave Bowers mentioned the White Mountain Attraction Association is very proactive. He said, do you think Wolfeboro should investigate belonging? Dave said he'd have White Mountain Attraction Association set up a meeting with Zach Tarter and Mary DeVries.

Charles Wibel mentioned that if we had a sign or banner near the water the CEO's might notice it.

Dave Bowers mentioned Wolfeboro is a big retirement community. We want more business here, internet related, and technology.

Charles Wibel talked about band width.

Dave Owen said Bay Ring has higher speed internet capacity.

Charles Wibel mentioned going to the state legislators with the issue of band width.

Dave Owen mentioned it has to do with the Federal Communications Act.

Cindy Patton asked how critical is that?

Rob Houseman asked how much is wireless?

Linda Murray mentioned Q 4 in places.

Rob Houseman mentioned internally the community draws a parade of children/students to check out Brewster. A handful of parents move here while their children attend Brewster. He said the EDC should meet with Dr. Cooper and Admissions at Brewster.

Kathy Eaton said we could put ads on the other side of the kiosk. She asked Cynthia Harrington where else would you advise us to put ads?

Cynthia Harrington said she'd have to give it some thought. Leverage media buys jointly.

Kathy Eaton mentioned Edward Jones would love to contribute.

Cynthia Harrington talked about the 3 kiosks, docks, chamber & largest parking lot. Companies draw like companies. A page could link from chambers regional aspect. She mentioned a regional meeting.

Rob Houseman mentioned, to Mary, that we are micropolitan community offering shopping, retail, arts, the Wolfeboro Chamber. Do the other surrounding communities have chambers? Tuftonboro – no, Wakefield – yes, Brookfield – no, New Durham – no, Alton – no. He mentioned that he refers to Wolfeboro as a “micropolitan” area.

Charles Wibel mentioned the amount of real estate that is available.

Kathy Eaton asked what do you think the reaction will be of Wolfeboro showing up at this meeting?

Cynthia Harrington talked about limited real estate is the other piece of attraction.

Linda Murray talked about colleges addressing workforce requirements.

Cynthia Harrington mentioned a big grant in Rochester. She also talked about getting high school level kids interested.

Rob Houseman talked about the injection molding company in Wolfeboro.

Denise Roy-Palmer mentioned Lowell, MA is the closest training for injection molding.

Rob Houseman said the injection molding company in Wolfeboro is doubling its size.

Linda Murray talked about young people staying in town, that generation coming out of high school.

Cynthia Harrington mentioned Albany & Saffron offering 400 jobs in the next couple of years. She talked about programs behind manufacturing and community colleges.

Rob Houseman mentioned the other element is the building we're sitting in. One of the significant portions of this building is vacant.

Cynthia Harrington mentioned use for training programs.

Rob Houseman said a spinoff nursing program CNA is out of the high school.

Cynthia Harrington mentioned UNH pre nursing program could be brought here and expand their geriatric program.

Rob Houseman said let me caution you about having a government entity own part of the town. He talked about when he was a planner in Durham.

Linda Murray said scratch that.

Dave Owen mentioned another committee member, Mike Connolly, the Director of the Hospital, is at a meeting in Concord today.

Cynthia Harrington talked about working with the media to help get the word out & to promote a positive attitude. She mentioned the State generates leads through its website. They try and respond back within 24 hours. She talked about promoting the State and promoting Wolfeboro too. She said the State doesn't have the money to go to tradeshow. Cynthia said in 20 leads you get 1. Even if a business goes next door to the next town, Wolfeboro still benefits. She was talking about distances to Manchester Airport, 93, 101. Cynthia mentioned our home page on the Town of Wolfeboro website could be less busy. She mentioned drawing like companies to Wolfeboro like Andrew Davis, companies on the entrepreneurial side. Cynthia talked about clean web pages like Claremont, Manchester, Londonderry and Maricopa, Arizona. She talked about promoting the industrial zone.

Alan Harding asked if it was fair to say the more the state division of Resources and Economic Development knows about Wolfeboro, the better for Wolfeboro.

Cynthia Harrington said it is challenging for us to find real estate based on what companies are looking for.

Dave Owen mentioned 2 economic revitalization zones, and putting up signs.

Cynthia Harrington said they are promoted on the website. We have a listing of all zones.

Linda Murray left at 9:20.

Dave Bowers left at 9:25.

Rob Houseman asked Cynthia Harrington if he could have a copy of her power point presentation.

Cynthia Harrington mentioned that there are 2 of them in their office and 200 towns and cities to cover.

Kathy Eaton suggested having an open house for businesses and inviting them in for coffee.

Cynthia Harrington said the most important thing is thanking people for having their businesses here in Wolfeboro.

Kathy Eaton mentioned this is a good community. She used the example of a couple moving their business from Manhattan to Wolfeboro. Their rent dropped from \$5,000 a month to \$500. The couple, Penny and Paul Jenne have 3 businesses now in Wolfeboro.

Cynthia Harrington mentioned why not get her to write a story, get the media to print it for no cost.

Kathy Eaton said a testimonial on the home page.

The board thanked Cynthia Harrington for her presentation.

Zach Tarter mentioned the agenda for next month.

Dave Owen said he'd take care of the agenda for next month.

Zach Tarter left.

It was moved by Charles Wibel to adjourn the November 12, 2013 EDC meeting. All members voted in favor.

There being no further business before the Board, the meeting adjourned at 9:30 AM.

Respectfully Submitted,

Marie Watson

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