

## WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

September 10, 2013

### MINUTES

**Members Present:** Zach Tarter, Chairman, Denise Roy-Palmer, Vice-Chairman, Dave Bowers, Selectmen's Representative, Linda Murray, Selectmen's Alternate, Mary DeVries, Cindy Patten, Mike Connolly, Kathy Eaton, Members.

**Members Absent:** Charles Wibel, Alan Harding, Members.

**Staff Present:** Dave Owen, Town Manager, Rob Houseman, Director of Planning & Development, Lee Ann Keathley, Recording Secretary.

*Chairman Tarter opened the meeting at 8:01 AM at the Huggins Hospital Board Room.*

#### **Consideration of Minutes**

**August 13, 2013**

##### **Corrections:**

Page 1, ERZ, 2<sup>nd</sup> line; strike "no one" & insert "from the Economic Revitalization Zone"

Page 6, 6<sup>th</sup> paragraph, 2<sup>nd</sup> line; strike "savings over the" & change "is" to "are"

**It was moved by Kathy Eaton and seconded by Dave Bowers to approve the August 13, 2013 Economic Development Committee minutes as amended. Zach Tarter, Denise Roy-Palmer, Dave Bowers, Kathy Eaton, Mary DeVries, Mike Connolly voted in favor. Cindy Patten abstained. The motion passed.**

#### **Old Business**

##### ➤ **Economic Revitalization Zone**

Zach Tarter stated an informational packet related to such will be sent to local realtors/real estate agencies today.

##### ➤ **Economic Development Webpage**

Rob Houseman reviewed the ED webpage; available properties link, demographics, map (including travel distance). He stated Alan Harding recommended adding Atlantic Ocean and Lake Winnepesaukee for orientation purposes, adding weather pattern data and list local business brokers and nearby commercial lending institutions. He stated the Town's GIS is limited to Wolfeboro and he may need to seek outside professional assistance to incorporate the recommended changes.

Mary DeVries stated the Chamber of Commerce could share their map which notes Lake Winnepesaukee.

Cindy Patten asked if Dartmouth Hitchcock is on the Chamber of Commerce's map since people may travel from Wolfeboro to Dartmouth for medical purposes.

Mary DeVries replied no.

Denise Roy-Palmer stated the Business Park ERZ map does not have information on one of the parcels and requested the information be included in addition to labeling the land as vacant.

Rob Houseman stated the aerial photographs will depict the land as vacant.

Denise Roy-Palmer asked if the Guide to Doing Business in Wolfeboro needs to be updated.

Mary DeVries stated she would review such.

Zach Tarter asked where the weather data would be placed.

Rob Houseman replied under Wolfeboro Advantage. He stated the data would be linked to Wolfeboro's webcam.

Zach Tarter recommended including "101 Things To Do In Wolfeboro" in the Wolfeboro Advantage tab.

Denise Roy-Palmer stated the webpage could include information regarding the Town's municipal electric company.

Dave Bowers recommended including "no income or sales tax".

Linda Murray stated businesses get hit with a business sales tax.

Denise Roy-Palmer noted that NH does not tax inventory.

Rob Houseman recommended including the availability of internet access as well.

Denise Roy-Palmer expressed concern for people going off site once connected to the Nneren commercial property listings.

Mary DeVries noted the State's website no longer links to real estate agencies or listing agents.

Cindy Patten recommended the Committee revisit the issue after monitoring the traffic on the site.

Rob Houseman attempted to bounce from the site and could not.

Dave Owen recommended creating an "Economic Development Information" tab next to "Tourist Information" on the Town's homepage to link directly to the Economic Development webpage.

Zach Tarter questioned the launch date.

Rob Houseman stated within two weeks. He questioned whether the Committee would like to launch the webpage prior to receiving BOS endorsement.

Linda Murray stated the BOS meet on 10/2/13.

Zach Tarter recommended a press release for the launching of the Economic Development website.

Dave Owen stated he would coordinate with Rob Houseman and produce such.

## **Discussion Items**

### **➤ 2014 Budget / Marketing Strategies**

Mary DeVries stated she and Kathy Eaton met and reviewed the previous marketing expenditures and reviewed the EDC Mission Statement. She stated they developed an objective for an advertising plan and budget that reflects the Committee's Mission Statement (business relocation and promotion of tourism). She stated the Committee has been successful marketing the latter, neglectful of marketing business relocation and recommended increasing the funding request for advertising from \$3,500 to \$4,500; \$3,500 to promote tourism and \$1,000 to promote business relocation. She stated Ms. Eaton and her feel confident they can successfully present the advertising budget to the BOS and the Budget Committee.

The Committee discussed the billboard and wrap; one year rental of billboard being \$2,400 and the wrap was guaranteed to last two years (rationale for renting the billboard a second year). The 2014 budget figure in the advertising line item does not include the billboard rental because the second year for renting such will come out of the 2013 budget. The Committee agreed to discuss relocating the billboard advertisement south of the Routes 28 & 16 junction if it is decided to continue with such.

Dave Owen reported the brush has been cut in front of the billboard.

Kathy Eaton stated a full marketing plan will be presented prior to the next meeting.

**It was moved by Kathy Eaton and seconded by Zach Tarter to increase 46520.562 Advertising from \$3,500 to \$4,500. All members voted in favor. The motion passed.**

Linda Murray noted the BOS gave \$0 increase in discretionary spending.

Kathy Eaton recommended the remaining \$1,100 from the 2013 budget go towards business relocation and promoting the Economic Revitalization Zones by placing an advertisement in the Innovate in the Granite State publication. She stated the cost for such is \$500 for a ¼ page and requested the Committee to consider such.

**It was moved by Denise Roy-Palmer and seconded by Cindy Patten to authorize the expenditure of up to \$500 for an advertisement in the Innovate in the Granite State publication. All members voted in favor. The motion passed.**

Referencing First Night Wolfeboro, Kathy Eaton stated Wolfeboro will be having a December 31<sup>st</sup> event but, the name of such is currently unknown. She recommended expending the remaining 2013 funds towards the event through marketing such in publications in the southern part of the State.

Denise Roy-Palmer asked why there would be a name change for the event.

Mary DeVries stated First Night Wolfeboro no longer exists and noted the Chamber of Commerce Board of Directors would be taking action regarding such this week. She explained that First Night is owned by First Night Boston and sell the license for such. However, she stated First Night Boston no longer exists but, it appears that they still own First Night USA. She stated the Chamber of Commerce Board of Directors will decide whether to change the name or continue as First Night Wolfeboro.

Denise Roy-Palmer expressed concern regarding a name change and noted the name is branded.

Linda Murray recommended that if the event is renamed that it should be advertised as “formerly First Night of Wolfeboro”.

➤ **Xpress Natural Gas**

Rob Houseman stated a previous member of the EDC approached him regarding the installation of a virtual natural gas pipeline. He stated if the Town were to pursue such, the Town would have to establish a natural gas utility, install the infrastructure for such and create a host station. He noted Brewster Academy has multiple heat plants (each building has a boiler for a total of 54 boilers) and is currently converting to propane. He stated it would cost approximately \$1.2 million for in the ground infrastructure to provide the line and taps to users. He stated he has been in contact with Huggins Hospital regarding such. He stated he does not believe the Town has a location that meets the needs for daily access and use by tractor trailers. However, he stated Christian Ridge may have some land for a daughter system for Huggins Hospital.

Linda Murray asked if anyone other than Huggins Hospital would benefit from such.

Kathy Eaton questioned potential use by the Public Safety Building and Library.

Rob Houseman stated every foot of pipe costs money. However, he noted an opportunity by users for significant savings if there is a way to host it. He stated he doesn't feel the Town is in the position to develop such a utility and recommended against a virtual natural gas pipeline.

**New Business**

➤ **EDC Support Staff**

Denise Roy-Palmer asked the status of hiring a secretary for the EDC.

Dave Owen stated he and Rob Houseman would take care of it.

**Town Manager/BOS Report**

- BOS approved the new water and sewer rates; noting no general rate increase
- Updated the Committee regarding the meter read program
- BOS reviewed the Pop Whalen Ice Arena rates and agreed to no changes to such
- BOS reviewed the Abenaki Ski Area rates and agreed to increase the rate for nonresidents users
- Customer Service Training for all Town employees was conducted through Primex (request of the EDC)

**It was moved by Mary DeVries and seconded by Kathy Eaton to adjourn the September 10, 2013 EDC meeting. All members voted in favor.**

*There being no further business before the Board, the meeting adjourned at 9:10 AM.*

Respectfully Submitted,

*Lee Ann Keathley*

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