

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

June 10, 2014

MINUTES

Members Present: Kathy Eaton, Chairman; Denise Roy-Palmer, Vice Chairman; Rob Houseman - Director of Planning and Development; Linda Murray, Selectmen's Representative Alternate; Alan Harding; Mary DeVries; Cindy Patten and Mike Connolly.

Members Absent: Dave Owen - Town Manager; Zach Tarter; Dave Bowers - Selectmen's Representative; Mike Roush

Staff Present: Diane Alger, Recording Secretary

1. **Call to order:**

Chairman Kathy Eaton opened the meeting at 8:00 AM at Huggins Hospital Board Room. Diane Alger was introduced as the New Recording Secretary.

2. **Approval of Minutes - May 20, 2014**

Amendment to May 20, 2014 Minutes:

Under Old Business

a. Master Plan Implementation Matrix

“The Committee felt that the handicapped dock space dedicated for disabled persons needs to be reduced to just one boat space, rather than taking up ¾ of one side of one dock”.

Mary DeVries moved to approve the minutes as amended. Seconded by Denise Roy-Palmer. Passed. Linda Murray and Mike Connolly abstained because they were absent from that meeting.

3. **Old Business:**

a. Master Plan Implementation Matrix - Goals assigned to the EDC

CF 15: “Support a joint effort by the existing local museums to undertake growth plans that would promote increased opportunities and visitation.”

Heritage Trail Museums from Strawberry Banke to Plymouth plan includes Wolfeboro Museums.

EB. 12: “Provide technical assistance to existing businesses that may require additional capital or wish to expand.”

The Economic Director duties are currently shared by Town Planner Rob Houseman and Town Manager Dave Owen.

EB 13: “Undertake a market study to target businesses most desirable to Wolfeboro & better understand Wolfeboro’s competitive position.” EDC considering UNH Coop Program for such a study.

b. Business Retention & Expansion Program Participation

Denise Roy-Palmer moved and Cindy Patten seconded a motion to recommend to the Board of Selectmen that the town of Wolfeboro participate in the UNH Cooperative Extension Service Business and Retention Program beginning in the Fall of 2014 if possible. The cost of \$1,500 to be included in the 2015 EDC budget. All members voted in favor. Linda Murray recommended the EDC present the program to the Board of Selectmen. Denise Roy-Palmer will see if Andre Garron can attend that meeting as well.

Kathy Eaton and Denise Roy-Palmer reported on the program at NHEDA’s quarterly meeting held at Great Bay Community College at the Lilac Mall, Rochester, June 13th. Kingswood’s Vocational School may want to have a program on composites for their students to feed into Great Bay’s Training Program to train workers for the new Albany/Safran Plant in Rochester which produces aviation parts.

c. Status of Focus Group Presentation

It was agreed that the EDC and Chamber of Commerce would invite people who were part of the original focus groups. Linda Murray suggested that each EDC member take 10 businesses and personally call the focus group participants.

Mary DeVries wants a refresher about what they need and where the group is headed. It was decided to reach out to the business community during the Fall season, 2014, perhaps in conjunction with the Business and Retention and Expansion Program.

d. Governor’s Conference on Tourism Update

Kathy Eaton attended the Governor’s Conference in Meredith on May 5-6, 2014. She handed out the Wolfeboro’s 250th book and brochures to those who rode the trolley.

Roger Brookes, of the US Travel Council, was the Keynote Speaker and he presented ways for communities to increase growth. Example: sell the experience not the place. Biking and gardening are the two fastest growing hobbies in the USA. Seventy percent of shopping is done after 6 pm, especially after a day of outdoor activities. Cindy Patten stated that there is difference between shopping and buying, especially in the various age levels. There may be a need for more activities from the business owners to attract people to buy. It was suggested that better lighting downtown might be something the town could do to encourage businesses to stay open in the evening.

4. New Business:

a. Marketing Committee Update - Hippo Advertising Program

It was agreed that the EDC wait until 2015 to consider expanding the Hippo advertising program to include donations from Wolfeboro businesses. Alan Harding suggested that we tie it in with the Business and Retention and Expansion Program.

c. EDC 2014-2015 Goals

No discussion or action

d. Time/Length of EDC Meetings

Kathy Eaton suggested that EDC meetings be from 8:00-9:30 a.m.. Some committee members said they may not always be able to attend within that time frame due to other activities. Kathy Eaton suggested that we try that time length at the July 2014 meeting. Others suggested we forgo the July 2014 meeting unless there is an issue that needs immediate attention. All agreed July is a very busy month in Wolfeboro.

5. Other Business

Mary DeVries stated that the Chamber of Commerce discussed the EDC and what it is doing at its quarterly meeting last Thursday. The two-hour parking limit will be discussed at the next Chamber Directors' meeting.

6. Selectmen's Report:

a. Linda Murray stated that the prior issue with Mr. Copeland has been resolved. In regard to the sewer treatment lawsuit, the town has filed for triple damages. The Selectmen are working on a settlement with the company. Kathy Eaton asked if the

project had been bonded and Linda Murray said it had not, but the company has insurance.

b. Town Manager's Report: Since Dave Owen was on vacation, Rob Houseman presented the report:

Jeff Hayes is the new Director of the Lakes Region Planning Commission. Jeff Hayes was impressed by what Wolfeboro is doing. As a small community we are doing a lot of things that others may want to model. Jeff Hayes has an interest in Huggins and ED5 money, which can be for job retention and growth. There may be potential for a nurses training program at Huggins Hospital.

The ZBA case involving the proposed Alzheimer's/Assisted Living project is an active case and at this time is not open for discussion. There will be a rehearing before the ZBA on June 30th. The proposal includes 136 beds, and 50 plus employees. It was agreed that this would be good for the town's economy.

Cindy Patten stated that this facility may be used for 20-25 years for the present population but what would be the future need for that facility? Discussion followed; the facility is presently needed and could be used for something else in the future.

Rob suggested that the EDC post the Chamber's and EDC's QR codes on the town kiosks. When read by a smart phone app, these symbols connect the phone to the Chamber of Commerce website for the calendar of events and the town's Economic Development Committee webpage. We could print these on a sticker and add to the Kiosks and perhaps other locations to allow individuals to download info to their smart phones. Cindy Patten said she sees people download her QR code at Black's all the time.

Rob reported that his presentation at the NH Broadband Conference in May went well. Other towns are very impressed with progress Wolfeboro is making on many projects.

He also reported that the town's Pathways Committee is making progress in developing a plan to connect the bikeways in the downtown core. It may use something called "Tactical Urbanism and Gorilla Planning" current terms used to try something out without spending a lot of time and money for design and implementation. Examples: some temporary paint (turf paint) and planters can create a temporary sidewalk bump out, a new sitting area or bike lane

7. Adjournment:

At 9:18 a.m. Linda Murray moved to adjourn and Cindy Patten seconded. All members voted in favor.

Respectfully Submitted,

Diane Alger