

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, August 12, 2014

8:00 am

MINUTES

Huggins Hospital Board Meeting Room

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

Members Absent: Zach Tarter; Mike Roush, Mike Connolly

Staff Present: Rob Houseman - Director of Planning and Development; Diane Alger - Recording Secretary

Staff Absent: Dave Owen - Town Manager

1. Call to order

Chairman Kathy Eaton opened the meeting at 8:05 AM at Huggins Hospital Board Room.

2. Approval of Minutes

It was moved by Alan Harding and seconded by Mary DeVries to approve the July 15, 2014 Economic Development Committee minutes as submitted. All members voted in favor. The motion passed.

3. Under Old Business:

a. Business Retention & Expansion Program Leadership Team

Kathy Eaton stated that the first step in BR& E Program is for the EDC to organize the Leadership Team, which will include a Visitation Coordinator, a Milestone Meeting Coordinator, a Business Resources Coordinator, a Media Coordinator and an Overall Coordinator, who may also serve as one of the four former coordinators. This Team needs to be in place to meet with Andre Garron in October.

She referred to the "Local Leadership Team Manual" handed out by Garron at the July meeting that describes the responsibilities of each coordinator. (Copies were provided to members who were not present at the July meeting.)

Kathy asked if any members were interested in assuming these roles, ~~of~~^{if} if they might have suggestions of persons who might be well qualified for the roles.

It was agreed that Town Staff Members Rob Houseman and Dave Owen should serve as the Business

Resources Coordinator.

Allan Harding said he would consider serving as the Visitation Coordinator, but would like to more about what it involved. It was agreed any additional information other than that in the Manual should come from Andre Garron.

It was agreed that Tom Beeler, editor of the Granite State News or Terry Rogers, recently retired from the Governor Wentworth Regional School District might be good candidates for the Media Coordinator.

Kathy Eaton said the second step would be in establishing the Task Force, which will include a dozen or more members. She suggested retired business owners in town might be good candidates for the Task Force.

Cindy Patten stated that members from non-profit organizations like The Lions Club, Rotary Club, etc. would be valuable to the team too.

There was a discussion about a variety of town citizens who may be effective Task Force members. The Task Force members should possess an understanding of the local economy and community, personal experiences and will work easily with others. The next meeting will be used to gather a pool of potential members.

Denise Roy-Palmer stated that it is important to survey both the large and small businesses for the future of the town.

Dave Bowers indicated that the Chamber of Commerce has done an excellent job of tourism for Wolfeboro and the BR & E committees should work along side of the Chamber of Commerce.

Cindy Patten said an important element is to focus on the quality of life and that Portsmouth, NH is a good example of that.

Kathy Eaton said that the BR&E Leadership Team should identify any "red flag" businesses as the first to survey to find out what immediate help the Town could provide.

b. 2014-2015 EDC Goals-Survey results

Kathy reported eight members have returned surveys; others are on the way. Rob Houseman will tally the survey results and report back to the EDC committee.

c. Business Cards

Kathy Eaton went to the two printing businesses in Wolfeboro and was able to get prices on business cards. There was a discussion about what type of card could be utilized that has individual member's names and phone numbers. It was suggested that each EDC member be given 100 cards.

It was agreed that the Committee preferred a folded card with general contact information on the outside and blank inside where a personal message and individual contact information could be handwritten.

The cards will be handed out during BR&E visitations. Rob Houseman will print the cards in-house. Kathy Eaton and Rob Houseman will work out the design.

d. Woodbine project update

Rob Houseman stated that no appeals were received to the ZBA's approval of the Woodbine Project. The appropriate applications should now be submitted to the State and Town. Woodbine has pushed back its projected construction start from this fall to next spring.

e. Master Plan Implementation Matrix-Goals assigned to the EDC-continued

There was no discussion about the Master Plan Implementation Matrix-Goals at this meeting due to time restraints. It will be taken up at the September, 2014 meeting.

4. New Business:

a. 2015 EDC Budget Proposal

There was discussion about the focus of the 2015 Marketing Plan, especially the two-year contract for the Wolfeboro Billboard on Route 28, which will expire in November 2014.

Dave Bowers motioned not to renew that the billboard contract and Alan Harding seconded the motion. The motion carried unanimously. Rob Houseman will contact the company that owns billboard and see if it will take down the sign and give it to the town so it can be used elsewhere.

Cindy Patten asked Mary DeVries if the Chamber is still getting good response to the Yankee Magazine spring ad. Mary acknowledged that it has been very positive. To further enhance Wolfeboro tourism, Mary suggested that the town continue to run ads in Yankee promoting all four seasons and their activities and businesses; perhaps the EDC and Chamber could partner on the upcoming winter ad?

Kathy Eaton and Mary DeVries will prepare a 2015 Marketing Proposal for the September meeting

5. Other Business:

Dave Bowers commented that it might be worthwhile to contact other car dealerships to have them build a new dealership in Wolfeboro. At the present time, Wolfeboro only has Trites and it is a used car dealership. There was discussion that car manufacturers put more limitations on car dealerships than they used to.

6. Town Manager/Selectmen's Representative Report:

Rob Houseman stated that the move from the old Town Hall to the new facility at Huggins Hospital was a complete success and under budget. The drop box is in place at the new site and has been favorable with the town residents. The construction trailer will be on site this week and the project will continue to move forward. Rob stated that if the Town was to continue to rent space at Huggins Hospital the cost would be \$75,000 a year.

Rob Houseman stated that the town has three strong candidates for the new Codes Enforcement Officer. While the position remains vacant Alton's Codes Enforcement Officer has been helping with building inspections and Rob has been doing some inspections and issuing permits.

The Committee agreed that strong customer service skills (aka "a good bed-side manner") would be a beneficial asset in a new codes enforcement officer, and helpful in attracting new businesses to town.

Kathy Eaton suggested that the EDC invite Jeff Hayes, new director of the Lakes Region Planning Commission to its September meeting.

Rob Houseman recently gave a tour of the Town of Wolfeboro to Jeff Hayes and he was very impressed with what he saw. Rob and Jeff discussed the ~~EMAS green-card funding~~ and how it might be beneficial to some Wolfeboro businesses.
B Visa program

Linda Murray stated that the Board of Selectmen received a notice from the fire department that a local resident, Chad Foss, ~~was recently~~ ^{is being} hired as a firefighter. Foss is the grandson of the late Charles "Zip" Foss, who served as Wolfeboro's Fire Chief for many years, and great-nephew of the late Guy Foss, who preceded his brother, Zip, as Fire Chief.

Dave Bowers stated that the first Selectmen's meeting on August 2014 was cancelled due to the move and that they have started on the 2015 budget. Dave also noted that they are still negotiating for payment of the court-ordered award resulting from the sewer treatment lawsuit.

7. Adjournment:

At 9:06 AM Dave Bowers moved to adjourn and Alan Harding seconded. All members voted in favor.

**Respectfully Submitted,
Diane Alger**