

WOLFEBORO ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, September 16, 2014

8:00 AM

MINUTES

Wolfeboro Public Library Meeting Room

Members Present: Kathy Eaton, Chairman; Denise Roy-Palmer, Vice Chairman; Cindy Patten, Mike Roush, Linda Murray - Selectmen's Representative Alternate

Members Absent: Alan Harding, Mary DeVries, Zach Tarter, Mike Connolly, Dave Bowers - Selectmen's Representative

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 8:10 AM at Wolfeboro Public Library Meeting Room.

2. Approval of Minutes

It was moved by Cindy Patten and seconded by Linda Murray to approve the August 12, 2014 Economic Development Committee minutes as submitted. All members present voted in favor. Mike Roush abstained. The motion passed.

3. Under Old Business:

a. 2015 EDC Marketing Proposal

Kathy Eaton said that she and Mary DeVries recommended the EDC follow the same basic advertising plan in 2015 as in 2014 allocating \$3,500 to be spent on EDC activities and tourism, and \$1,000 promoting business relocation.

Mary DeVries was unable to make this month's rescheduled meeting, so she and Kathy Eaton will have specific details at next month's meeting.

b. 2015 EDC Budget

- It was agreed that the \$750.00 for the BR&E Program listed under Outside Service - C of C should be moved to Consultants in both the 2014 and 2015 budgets.

- There was a discussion about the proposed 2015 Advertising budget, which listed allocations of \$3,500 to promote economic development activities and tourism; \$1,000 to promote business relocation and \$250 for Business Relocation and Expansion program. It was agreed that the proposed \$250.00 increase in the 2015 Advertising Budget for the BR & E Program would be transferred to Travel & Meetings with an explanation in the Budget that it is being utilized for the BR & E Program.

- It was agreed that \$50 budgeted in the 2014 budget under Office Supplies will be allocated for EDC business cards

It was agreed the 2015 Advertising Budget will not include funds for a billboard.

Kathy Eaton stated that she and Mary DeVries will prepare copies of EDC ads purchased in 2014 to promote Wolfeboro to present to the Board of Selectman and Budget Committee in support of the 2015 budget.

Denise Roy-Palmer stated that it should be a partnership between the Chamber of Commerce and EDC to promote tourism in Wolfeboro. Others agreed. It was noted that some of the tourism ads were purchased jointly by the EDC and Chamber of Commerce.

Kathy Eaton recommended that the EDC partner with the Chamber of Commerce in placing an advertisement in Yankee Magazine for the winter season. To raise half the money needed for the advertisement in Yankee, the EDC will have to reduce advertising in the Hippo this fall or for First Night. Mike Roush moved and Linda Murray seconded to approve the expenditure for the Yankee Magazine

winter ad.

Denise Roy-Palmer stated that the EDC should also show the positive results from the spring Yankee Magazine ad to the Board of Selectman.

Linda Murray stated that when the EDC Budget is presented to the Board of Selectman there should be an explanation of how the EDC has spent the 2014 funds, what remains of the 2014 budget and how it is being allocated.

Linda Murray stated that the Board of Selectman meeting in October will review the EDC 2015 Budget. The Budget Committee will take it up in November.

Cindy Patten made a motion to accept the amended EDC Department Budget for 2015 and Mike Roush seconded the motion. All members voted in favor.

c. Select Business Retention & Expansion Program Leadership Team

Kathy Eaton stated that Denise Roy-Palmer has agreed to serve as the Milestone Coordinator and the Overall Coordinator, Alan Harding has agreed to serve as the Visitation Coordinator and Rob Houseman and Dave Owen will share the role of Business Resources Coordinator.

Mike Roush contacted Terri Rogers regarding the position of Media Coordinator, but she will be traveling over the winter and not available.

Kathy Eaton talked with Tom Beeler, who said he can't do it himself, but suggested two members of the community who currently do a fine work promoting their non- profits, Andrea Dudley and Sheryll Ross.

It was agreed that Kathy Eaton should contact Sheryll Ross first and Andrea Dudley as a back-up.

It was agreed that per Andre Garron's outline, the Task Force would be appointed by the Leadership Committee.

d. 2014 - -2015 EDC Goals - Survey results

The preliminary results of the Goals Survey were presented to the EDC Committee. Rob Houseman stated that the BR&E Program was the number #1 priority.

Rob Houseman stated that some of those surveyed made comments about each subject as opposed to giving a numerical rating. The committee agreed that the comments are important to consider and will review the survey results after the comments are added..

Rob Houseman stated that there are other means of doing surveys that the town has utilized that might

produce more helpful results.

e. Business Cards

A sample of the proposed business card was sent out to EDC members.

Rob Houseman stated that the business cards would be made within house. The front portion would contain information about the town and the interior would be blank so committee members could write additional information as needed. All members voted in favor approving the design. The motion was passed.

4. New Business:

Denise Roy-Palmer stated that the Cotton Valley Trail from Wakefield to Brookfield has almost been completed. A portion of the trail from Wolfeboro to Brookfield needs to be completed. The trail will be available for snowmobile travel this winter season.

5. Other Business:

None was reported.

6. Town Manager/Selectmen's Representative Report:

Rob Houseman reported on the progress of the renovation on Town Hall. The renovation team meets every Wednesday to discuss the progress of the project and make renovation decisions concerning materials and supplies.

Rob Houseman stated that much of the road maintenance has been completed and that all other projects are on track.

Rob Houseman stated that a Code Enforcement Officer has been hired for the Town of Wolfeboro. Programs have been set up to train him for this position.

Rob Houseman stated that Goodhue & Hawkins is in the process of expanding and building a new storage boat building on Filter Bed Road. The additional boat storage is needed to store larger boats, not

necessarily more boats.

The Woodbine Senior Housing project is in the state permitting process, which it plans to complete before beginning the town permitting process.

7. Adjournment:

It was an unanimous decision to adjourn the meeting at 9:05 a.m.

**Respectfully Submitted,
Diane Alger**