

Wolfeboro Economic Development Committee

Tuesday, May 10, 2016, 8 a.m.

Huggins Hospital Conference Room

[Meeting Minutes – Approved](#)

Members present: Chair Kathy Eaton, Vice Chair Denise Roy-Palmer, Mary DeVries, Alan Harding, Mike Roush, Cindy Patten, Steve Durgan, Dr. Craig Gemmell; and Board of Selectmen/EDC Liaison Linda Murray

Members/staff absent: Dave Bowers, Lisa Lutts

Staff present: Town Manager Dave Owen, Director of Planning and Development Rob Houseman, Recording Secretary Larissa Mulkern

Call to order: Chair Eaton called the meeting to order at 8:01 a.m.

1. Approval of Minutes: This item was tabled; no minutes available as yet. A tape utilized in Larissa's absence last month malfunctioned; Kathy and Denise will prepare minutes for review next month.

2. New Business:

- a. **Committee Reorganization** – The topic was tabled for discussion until the June meeting.
- b. **2016-2017 EDC Meeting Calendar** – Members reached a consensus that the third Tuesday of the month would work for most. Cindy made a motion that starting with the June 2016 meeting, EDC meetings would be held on the third Tuesday of the month; Kathy seconded the motion; members voted all in favor, the motion passed. Meeting dates are: June 21, with no meeting in July; August 16; September 20; and October 18.
- c. **Town Website Update:** Alan mentioned that the roster of EDC members posted on the Town of Wolfeboro website is incorrect. Dave updated members on the design of the website: One of the main features of the revamp is that the new design will scale to whatever device the web pages are being displayed on. In the future people will be able to access the site on phones and the content will automatically size itself to what device is used. We lose some things – rotating banner of photos on top. The banner will only have one rotating photograph on the right side; the photo on the left will be static. Much of the text in the middle of the page will be gone. One of the features of interest to the EDC and business community is the ability for all businesses to list information about services they provide. Rob added there will be a tab to list by business category. Businesses can utilize the Google map pin drop tool and link the pin to their Facebook or web page. Dave Owen suggested an outreach program regarding the new website and features, a topic for the Business Retention & Expansion Digital Presence Committee. There will be three calendar pages, one with Town meetings, one with the Great Hall schedule and one with a community calendar. Businesses listed on the Town's web site require registration with the State of New Hampshire, but they do not have to be based in Wolfeboro, just doing business in Wolfeboro. The new web site will allow for digital access to all public hearing files.

- d. **Marketing Committee:** Weirs Beach Sign: Kathy said there is a building at the Weirs Beach docks [where the MS Mount Washington docks] with a separate area for brochures and ads. She received the OK to put a Wolfeboro tourism sign up at the dock, 4 by 5 feet, pending approval. The EDC will have to pay for the sign, and Kathy offered to split the \$285 cost with the Wolfeboro Trolley Company. The Company will pay for the cost of design. Mary suggested that Steve, as chair of the Wolfeboro Chamber's Economic Development Committee, bring the expenditure to the board for a vote. Denise said she felt the need to move forward, not delay. Rob suggested that Kathy get firm quotes for the sign, rather than on spec. Steve wants to see where the sign is going. **Denise made a motion to move forward with the sign for Weirs Beach and to expend up to \$350 for the sign upon design approval by the EDC. Cindy seconded the motion, members discussed, then voted all in favor of the motion. The motion passed.**
 - e. **BRE Committee Assignments:** Kathy reviewed assignments for three basic committees to take BR&E into next segment: Group Marketing, Digital Presence, and Events. Right now there is a strong presence on the Events Committee: Steve Durgin, Mari Leather, Dave Peterson, Caroline Nolan, Linda Murray, Lisa Lutts, Holly Williams from The Nick, and Christine Collins, from the Town of Wolfeboro recreation department. The Digital Presence/Two-Way Business Communications committee includes: Barbara Wilson, Bob Hughes, Mary DeVries, Kathy Barnard, and Rob Houseman. Cindy will sign up for Digital Presence: then Group Marketing will add: Kathy Eaton, Lucy Van Cleve, of Wolfeboro Inn and Wolfeboro Chamber, and Craig Gemmel of Brewster Academy. Kathy will try to get someone from the Wright Museum.
- 3. Old Business:**
- a. **Role of EDC liaisons to Planning Board and ZBA:** Cindy has been attending Planning Board and Zoning Board of Adjustment meetings as the Economic Development Committee liaison and she asked for some guidance from the other members as to areas of interest; she added sometimes the agenda includes residential items such as lot line adjustments. Denise responded that any topic that is business related is of interest and there is no need to track residential lot line adjustments.
 - b. **Update on Moose Mountain Regional Alliance;** Denise updated the board. The organization is in the process of hiring a web site designer to launch a web site. They are also assembling an inventory from each community that includes information on recreational resources, artisans, lodging, dining, historic venues, museums, parks and more. Denise needs information from Wolfeboro and Rob asked her to send a list of what she needs.
 - c. **EDC alternates:** Kathy said the committee has four opening for alternates and asked members to give some thought to who may be available.
- 4. Town Manager/Selectmen's Representative Report:** Linda reported there will be no increase in water and sewer rates this year. Rob reported the Families In Transition hearing has been moved to June 6. FIT is seeking permission for a transitional housing center. The Woodbine facility is struggling with NH Department of Environmental Services over its water supply requirements and seeking a spot for a third well to meet the requirement to generate 12.4 gallons per minute. Wolfeboro is planning an update to its Master Plan. The update will start with a community survey conducted by the UNH Survey Center. The Master Plan is heavily used in the Town's development of the Capital Improvement Plan, sewer and water system

upgrades and so forth. Rob said the plan is a critical component of everything the Town does. Members also discussed marketing the Town's features – location, schools, resources -- to younger people and families through video montages. Rob said building permits were up by 40 from last year and that he is seeing people move here for the schools and recreation programs. Kathy said we need to promote the Town and suggested getting a public relations person to assist. Rob added that the Town has a lot going for it – full time police and fire, good schools and recreation programs. The Town is unique, and has an online presence towns of similar size do not typically possess. Economic development is occurring here, and Kathy noted we have to spread the word. Members also congratulated Linda Murray for earning the General Wolfe award from the Wolfeboro Area Chamber of Commerce. Craig Gemmell mentioned he and approximately 5,000 students and others would attend an anti-drug abuse program [at Bank of New Hampshire Pavilion in Gilford].

5. **Adjournment** - A motion to adjourn was made by Cindy, seconded by Kathy; members voted and the motion passed at 9:22 a.m.

Respectfully submitted:
Larissa Mulkern
Recording Secretary