

Wolfeboro Economic Development Committee

Tuesday, February 23, 2016

Great Hall at Wolfeboro Town Hall

[Meeting Minutes - Approved](#)

Members present: Chair Kathy Eaton, Vice Chair Denise Roy-Palmer, Cindy Patten, Mary DeVries of the Wolfeboro Area Chamber of Commerce, Dr. Craig Gemmell, Head of School at Brewster Academy, and Steve Durgan, General Manager of Goodhue and Hawkins Navy Yard

Members/staff absent: Dave Bowers, Mike Roush, Linda Murray, Lisa Lutts, Alan Harding, Town Manager Dave Owen

Staff present: Director of Planning and Development Rob Houseman, Recording Secretary Larissa Mulkern

Special guest: Amy Landers, Executive Director, Lakes Region Tourism Association

Call to order: Chair Eaton called the meeting to order at 8:05 a.m.

1. **Approval of Minutes:** The minutes of the January 12, 2016 meeting were approved.
2. **New Business**
 - a. Business Retention and Expansion Group Advertising Committee: This topic was tabled pending receipt of the committee report. Kathy updated new members Craig Gemmell and alternate Steve Durgan on the BR&E survey last year and the follow up this year. The committee held a successful meeting on Jan. 14.
 - b. Marketing update: Mary and members discussed cooperative advertising in the Mill Falls Magazine and Yankee Magazine. For the last two years the Wolfeboro Chamber of Commerce and the Wolfeboro Economic Development Committee has split the cost of print ads 50/50. The Mill Falls Magazine stays in hotel rooms for 12 months and the coop ad attracts visitors to Wolfeboro. And readers of Yankee Magazine who see the ad can request more information—those requests go directly to the Wolfeboro Chamber of Commerce. Cindy supported the ads but suggested looking for marketing tools and ads with measurable feedback. Kathy agreed the committee should look at all options. The annual advertising budget is \$4,500. After additional discussion, a motion was made, seconded and passed to approve funding for the two ads -- \$800 for Yankee Magazine and \$812.50 for the Mill Falls Magazine.
 - c. EDC Alternative members/Upcoming EDC vacancies: Cindy Patten, Alan Harding and Mary DeVries' terms are coming up for renewal. Terms end in March at town meeting; term renewals are effective in April upon Board of Selectmen approval.

Steve Durgan is interested in serving as an alternate member.

- d. Amy Landers, Executive Director, Lakes Region Tourism Association: Amy provided an overview of the organization she has been working with for 17 years. The LRTA was founded in 1936, and is the oldest tourism organization in the state. Its function is promoting the Lakes Region in New Hampshire, nationally, and internationally and the LRTA does that in a number of ways, with print publications, web sites and digital marketing. The organization runs print ads in national magazines targeting households with \$100,000 plus incomes. Marketing includes radio campaigns in the spring, on-line and print brochures, and web advertising in larger markets such as Boston, New York and Hartford and beyond. The Association attends tourism trade shows all over the nation and in Canada. They have hired a company to produce video content and this year will work on sports and events advertising. In response to a query, Amy said she has noticed a decrease in hotel/motel inventory with an increase in condo sales. Craig added that more and more parents of Brewster Academy students were purchasing condos in Wolfeboro to be closer to their children; many can work remotely. Amy distributed copies of several LRTA publications.

3. Old Business

- a. Google Project update: Rob intends to do a second round of Webinar training with Google to certify Wolfeboro businesses for this Internet search engine marketing tool. He will partner with the Chamber of Commerce's Google trainer.
- b. Town sign at Dockside – the Board of Selectmen made a decision to proceed with a new sign. Kathy had written the board a letter requesting the town to hold off until the BRE advertising committee submits its recommendation.

4. **Other Business:** At the next EDC meeting Cindy would like to talk about what level of involvement the committee expects when she attended the Planning Board and ZBA meetings as an informal liaison. Mary reported the Fire and Ice event went very well at the Wolfeboro Inn; Rob reported the Winter Brew Fest on 19-Mile-Bay in Tuftonboro [sponsored by Beverage, Beer and Soap] was well-attended with 300 participants and 44 brewers, double that of last year. The Progressive Dinner sold out this year as well. Peter and Patty Cook purchased the Pickering House partly out of a concern that, with the price of the property plummeting, someone could come in and do something that could change the character of downtown. Denise reported that the Moose Mountain Regional Alliance is working to enhance tourism and is in the process of creating a web site. The Cotton Valley Rail Trail extension had been delayed but will move forward this year.

5. **Town Manager/Selectmen's Representative Report:** Rob said the Center Street reconstruction project bids have not gone out yet and most likely will not start until after the summer season. The town will create a Facebook page to update the public on the project and changes in traffic patterns.

6. Adjournment: A motion to adjourn was approved at 9:27 a.m.

Respectfully submitted,
Larissa Mulkern
Recording Secretary