



Economic Development Advisory Committee

Meeting Minutes

Wednesday, March 20, 2019

Committee members in attendance: Charlie Albano – Chair, Nancy Martin, Krystin Watts, Sarah Hansen, Emma Bates

Others present: Ken Cogswell

1. Minutes

A motion was made and seconded to approve meeting minutes dated January 16 and February 20, 2019. Motion passed.

2. Geographical Information System

Charlie explained the warrant article presented to the town for a GIS failed by 2/3rds vote. There were concerns about privacy and cost because only one quote was presented to the voters.

3. Madge Tech Development

Sarah talked about Gerald Roy's discussion at the February EDAC meeting that was not in the February minutes. Sarah said she asked Gerald a question at the end of his presentation about what he is doing to make sure Madge Tech Development is not going to repeat businesses that are already on Main Street. She said the answer from Gerald was a little vague, they are doing their due diligence. Sarah is very concerned, she does like what Madge Tech is doing, but is concerned about the duplication of services. Charlie recommended sending a letter regarding the EDAC's concern about duplication. Nancy said she was disappointed that a B&B is not part of the plan, which was reflected in the survey. Sarah volunteered to draft a letter, and also she will include the survey results.

4. Fire Station at 27 E. Main St.

The voters at Town Meeting approved the warrant article allowing the Selectmen to enter into a lease with the option to purchase agreement. A window restoring entity is very interested in the building, they have met with the Board of Selectmen to begin discussion. There was concern about lead paint dust, and it was learned the business is monitored by the Department of Environmental Services.

5. Rack Card

A. Charlie said money was cut from the budget for the rack cards, he has 3 options:

1. Ask the Selectman if they will fund the rack card.
2. Ask local businesses to chip in.
3. Submit a request to the Nancy Sibley Wilkins Advisory Committee.

B. Charlie said he will first contact the Selectmen asking for funding within the next month, if not, he will submit a request to the Nancy Sibley Wilkins Advisory Committee. Krystin is in favor of approaching the local businesses asking for a donation. Feedback that she heard about the rack card is it's a good idea, but, the timing to ask for funding from the voters this year was not good because of the budget cuts that were made at Town Meeting. It was felt the card is a benefit for the local businesses. Nancy said some of the criticisms she heard is the rack card shouldn't be marketed for existing businesses. What was lost is the main purpose for the rack card is to bring people to Warner, more tourists. The rack card is about Warner attractions, there are no businesses mentioned on the card.

C. Emma recommends talking to the Selectmen first, then if no funding is provided, send in a request to the Nancy Sibley Wilkins Advisory Committee.

D. Krystin said the brochure is being tracked on visitors.warner.nh.us to see how many people use the brochure.

6. Membership

One more member is needed to fill Joe Mendola's place and representative from the Planning Board. Emma had someone in mind and will reach out to them.

7. Meeting with Local Businesses

Charlie wants to invite small and large businesses to a meeting to see how they felt about their needs. He wants to talk about this more when there is a larger attendance in members. Charlie will invite Dan Watts to the next meeting to talk about local businesses and the website update.

8. Exit 9 Developer

Charlie will be meeting with the developer on March 27 at 10:00 am located at Bookends. The purpose is to bring the Charrette to share with the developer and talk about the survey. Krystin said she wouldn't mind if a chain restaurant is added at Exit 9 but is concerned for the restaurant's in the village area. She said the one type of restaurant that is missing is a date night restaurant. Emma asked Charlie to send an email summarizing the meeting. Nancy will also attend.

9. Website Design

Emma reported the sub-committee met. In attendance was Emma, Kimberley Edelmann, Will Minsinger and Dan Watts [webmaster]. They reviewed survey results that indicates what people are looking for. Dan took notes from the survey and they talked about the recent changes Dan has made and they looked at the mock up that Dan has. The Committee will investigate how other towns list local businesses on their website and how they keep it current.

10. Child Care

What is the extent of the need for child care in the community. Emma talked about a friend that was interested in opening a preschool. Charlie recommended the friend reach out to the Selectman and cc the EDAC [Charlie] with a plan for the preschool because it is an economic stimulator. Emma feels there should be a strong focus on daycare as well for children younger than 5. Simonds School has a before and after school program for the students. Emma will make another contact to her friend regarding the preschool.

11. Signage at Exit 9

Krystin showed the members some ideas she had for a poster to be placed in the businesses at Exit 9 omitting any wording regarding food in the village area, she focused on the shops instead. The members provided suggestions. A new version will be presented at the next meeting.

12. Mural

A. Krystin met with Bret Ingold, they both decided there should be sub-committee's, one for design and fundraising for the mural made up of an EDAC member, Historical society and interested public. A selection committee that would decide the design made up of one of the owners of the building, Historical rep., EDAC rep., a Selectman and a Planning Board rep. Kristin and Bret did talk to the Historical Society to obtain notable historic events. They learned that everyone liked using the Warner River and they also learned the Historical Society researched doing murals as part of the 250th celebration. Emma said she will be attending the 250th celebration meeting on April 10th. They decided in the spring/summer of 2019 would be a great time to organize the network committee's, town announcement, information meetings and fundraising. In the fall along with the Fall Foliage Festival they would be fundraising and releasing the RFP. In February of 2020 would be the deadline for submissions and continued fundraising and in the spring would be the selection process, in the summer if there are enough funds the painting would begin. For funding options they came up with the Fall Foliage Festival, local businesses, MainStreet Warner Inc., raffles, Nancy Sibley Wilkins, research federal funding, grants, donations, etc.

B. Ken said Brett went to the Planning Board about the mural and the feedback was nothing political, no business reference, and they want the mural maintained and durable.

13. Save the Date

A. Tuesday, May 21st, marketing scenic byways forum.

B. Tourism Conference on April 22 to April 24 in Concord.

14. Adjournment

Meeting adjourned at about 7:45 pm.

Recorder of the minutes: Mary Whalen