

Agenda

- Have Project Sunapee explain all the good initiatives that they do to promote local businesses and events in the Harbor
- Share findings from the Planning Board Zoning meeting
- Discuss the interest of the committee to get involved with the development of 34 and 36 River Road

Participants

- Committee members: Pat Balch, Dan Bonin, Kellie Durkee, Cory Flint, Phil Harrell, Lisa Hoekstra, Tony Marino, John Quackenbos, Pete Smith
- Project Sunapee representatives: Meagan Reed and Elizabeth Heffernan
- Small business owners: Brittany Bang
- The meeting was held at Prospect Hill Antiques from 5:30-7:30pm.

Project Sunapee Presentation and Discussion

- Meagan and Elizabeth reviewed a presentation with the committee about Project Sunapee's role in promoting events in Sunapee Harbor
- Project Sunapee aims to nurture a vibrant, connected, creative Sunapee by acting as a catalyst for cultural programming, community pride, and civic participation—always with an eye toward keeping the town's small-town charm intact
- Project Sunapee works with local businesses to coordinate event timing, feature businesses in event materials like the Sunapee Happenings newsletter and encourage cross-promotion
- Project Sunapee has an events calendar that they use to promote and drive awareness for events in the Harbor, and it's free for any organization or business to put their event on the calendar
- Group had a discussion around the need more social media to drive more awareness of Sunapee Harbor

Planning Board Zoning Discussion

- Discussed a summary of the zoning meeting based on the committee members who attended

- Committee discussed the need to bullet out what is in the zoning changes and make it really simple for folks to understand
- Hold education times during the week that work for working class folks (and information session on weekends too)
 - Offer child care for folks to come and take care of their kids
- Discussion around the fact that water attachment fees are going to be an issue for development
- Incentives would need to be there for development (which is selectboard, not the zoning planning board)
- Comments about the way to solve affordable housing in this town is ADUs
- Generally, the committee hopes that we can learn from other towns who have gone through development

Helping Develop the 34-36 River Road Properties

- Question was posed to the committee about the role that we want to play in helping figure out how 34-36 River Road gets developed
- The committee agreed that we should get more information from the Sunapee Heritage Alliance about what level of effort they would want from us as a committee

Follow ups

- Brittany to chat with Meagan about what Project Sunapee does to leverage social media
- Brittany to get quotes from social media consultants about how much it will cost to drive more awareness in the harbor
- At next committee meeting (Nov 20th), host small business owners, present the social media plan and costs and ask them if they're interested in pitching in to do more social media to drive awareness for the Harbor
- In the future, hold a workshop about how to help small business owners utilize social media
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- Phil to reach out to Sunapee Heritage Alliance about what kind of role they envision Economic Development committee playing in future development of 34-36 River Road