Present: Paul Punturieri, Chris Shipp, Lauren Sturgeon, Kathy Garry.

The purpose of the meeting was to discuss marketing Moultonborough and brainstorming some parameters for engaging a professional firm and then bring this to a joint board meeting for additional discussion/amendment/approval/next steps.

The following are some ideas discussed to provide to a marketing firm as a description of what we want to become and what we have in place that will attract appropriate growth.

What is the Ideal School Enrollment?

Optimizing School Enrollment: Presently the schools are at around 500+ and has been as high a number of years back in the 700’s. It was agreed that lower enrollment than present was not acceptable. Having a sufficient student population to offer stable educational and sports programs was suggested as a goal. An approximate number of 650 students was proposed as possibly the ideal number.

What will attract people and families to Moultonborough?

Quality of Life: Low tax rate, good school system, a safe community and perhaps the added value of a true community center. Currently in the village, there is little reason to go there after 12 noon on a Saturday. The banks and Post Office shut down and other than a few small business, it becomes a place you pass on the way to somewhere else.

Forward Thinking is a Positive for the Town

Market the Environment: The Planning Board has worked to increase opportunities for developers to build appropriate size and affordable housing as well as accessory dwelling units. Creating business incentives and reducing some of the constraints on starting a new business will go a long way to making Moultonborough known as being business friendly.

We Are in a Very Good Geographical Location

You can get there from here: We have as a major east-west artery and there are numerous large population centers within a 50 mile radius and a one hour or less commute. Many already commute out of Town. Others would like to live here, but can’t find affordable housing.

Highlight the Positives: We have miles of snowmobile trails, hiking trails, campgrounds, the lake, excellent municipal services. We should build on these attributes to attract new residents.

Promote the CruCon Experience: Try to attract similar types of businesses to relocate here by expanding marketing to other states to compete with larger towns and cities.

Needs
- Consensus on what is the goal for school enrollment;
- Expand broadband access to accommodate those that can work from home;
• An anchor facility in the village;
• We need a central body to coordinate and focus on promoting Moultonborough. A chamber of commerce type of organization to tell our story around NH and neighboring states.
• Make it easier to open and start a business.
• Accurate demographics, how many people live here. How many families. Consensus on what is are our goal in terms of population.
• We have a lot of interrelated projects in Town, but can’t seem to put it all together. We need a starting point, perhaps beginning with the Taylor property developing a park with possible reuse of some of the Taylor building. The location of the sidewalk and access road could then be determined.
• Explore creating a capital reserve fund to gradually expand sewer infrastructure up Route 25.
• Finding marketing firms, develop an RFP. See if the TA can explore options with the NHMA and his professional affiliations.

An additional topic discussed was the School Board possibly staggering school start times. It would affect the Recreation Department’s programs, but the members of the Board of Selectmen felt that the Rec. Department would be flexible and perhaps could develop new programs to meet the needs. In the end, it is the School Board’s decision to do what it believes is in the best interest of the schools.

Meeting adjourned at 10:55am

Respectfully Submitted,
Paul Punturieri