

ADOPTED

City of Keene
New Hampshire

PARTNER CITY COMMITTEE
MEETING MINUTES

Tuesday, August 9, 2016

4:30 PM

**2nd Floor Conference Room
City Hall**

Members Present:

Tom Link, Chair
Irene Davis, Vice Chair
Kathy Frink, Treasurer
Dawn Thomas-Smith
Pam Slack (Departed at 5:30 PM)
John Mitchell
Karen Parsells
Steve Russo

Staff Present:

Helen Mattson, Executive Assistant (Departed
at 5:50 PM)
Kürt Blomquist, Public Works Director
(Departed at 5:57 PM)

Members Not Present:

William Schoefmann, Alternate
Antja Hornbeck
John MacLean
Jay Kahn

1) Call to Order

Chair Link called the meeting to order at 4:32 PM.

2) Roll Call- Appoint Alternates (if Required)

All members of the Committee introduced themselves.

3) Minutes of the Previous Meeting- July 12, 2016

Ms. Davis noted that on page four of the minutes her name is misspelled as “Ms. David,” and should be corrected to “Ms. Davis.” She also indicated that Antja Hornbeck is incorrectly listed as present at the last meeting; she was not present.

Ms. Frink noted that under number five, reports, her name is misspelled “Ms. Frank,” and should be corrected to “Ms. Frink.”

Ms. Slack made a motion to accept the minutes of July 12, 2016 as corrected, which was seconded by Ms. Davis and carried unanimously.

4) Board Business

a. Sharing Community News – Media Connections – *Antje & Dawn*

Chair Link indicated that although not yet official, due to other commitments Ms. Hornbeck plans to resign from the Committee.

Ms. Thomas-Smith noted that she has reviewed meeting minutes to review previous ideas. She recalled the possibility of forming a sub-committee including herself, Ms. Hornbeck, Ms. Davis, Ms. Slack, and Chair Link. Ms. Slack noted she is not available for the sub-committee.

Ms. Thomas-Smith continued that the Committee has a lot planned in the next few months that could have real time media coverage. She suggested tabling this discussion until the November meeting to allow more time to strategize and create a long-term plan. She believes there is plenty to do now in preparation for the visit. Chair Link agreed and added that he spoke with Jim Logan in June to see if someone from the film department at Keene High School can record the delegations activities as they have in the past. Chair Link will follow-up with him at the beginning of the school year, per Mr. Logan's request.

Ms. Davis made a motion to postpone the discussion on Media Connections until the November meeting. The motion was seconded by Ms. Frink and carried unanimously.

b. Fundraising – Update and Discussion

i. Fireworks Fundraising Event – Advertising

Chair Link noted that Ms. Mattson has been actively working to update the database and addresses. There is a fundraising letter prepared to be mailed on August 10. The October 4 fundraising event at Fireworks has been added to the letter. Ms. Thomas-Smith indicated she has been working on promotional materials and is willing to create a draft flyer.

Ms. Mattson asked the Committee members if they had addresses or information for those missing in the database. She questioned if they should mail the letter to someone who has moved out of town and the Committee replied yes. Ms. Thomas-Smith suggested asking Mr. Schoefmann for UNFI contact information. Ms. Mattson stated she will be looking for the remaining missing information on the NH Deeds website. Ms. Frink indicated her husband knows Jim Peele and she will try to find his address. Sandra Howard, Barbara Dieden, and Charlotte Lesser were also suggested to help find missing addresses. Ms. Mattson noted that only six addresses were missing and she will send those letters late.

Ms. Slack and Mr. Blomquist reported that they met with Adam on August 8 about the Fireworks fundraising event on October 4 from 5:00 PM to 9:00 PM. The menu will include bratwurst and knockwurst, potato salad, a vegetable, and a dessert. Whenever

advertising posters are ready, Fireworks will hang them. Fireworks has agreed to advertise, but suggested the Committee do so as well. Ms. Slack suggested going on radio shows with Chris Coates and Mayor Lane. Ms. Slack agreed to speak with Mr. Coates about being on the radio shows on September 23 and October 1. Ms. Davis indicated that Mr. Thormann and Mr. Herbst will attend these shows with her. Ms. Slack noted that table tents can be distributed at Fireworks the week of September 18. Mr. Blomquist will email the logo to Adam for the table tents. Adam will be speaking with Rich Clarke about beer distribution for the event, if they would like to be noted as a sponsor, and if they will be donating any of the beer. Fireworks will also be donating a gift card to the raffle; raffle tickets need to be purchased. Mr. Blomquist suggested a raffle drawing every hour and selling tickets for \$1 or six for \$5. Ms. Slack mentioned potentially donating an apron to the chef.

Ms. Slack agreed to proofread the posters and deliver them to Fireworks when she receives them from Ms. Thomas-Smith. Ms. Slack noted 20-25 table tents are needed in addition to any posters the Committee wants to distribute downtown. Ms. Parsells asked what will be on the table tents. Ms. Thomas-Smith replied that she has a few layouts. Mr. Blomquist noted they will include the Keene logo, Einbeck logo, food and drink specials, dates and times, sponsors, and raffle information. Ms. Thomas-Smith added that she will submit the finalized press release to several online community calendars.

Chair Link noted that in the past, flyers could be sent home from school with students. The Committee decided it will be best to target the Career Center. Mr. Mitchell indicated this should be possible with the Career Center Director's approval and agreed to make that contact.

Ms. Slack continued with an update about the Fall Festival. She received approval from Kevin Drummond for the Committee to sell food at the event. The plans for the event have not yet been finalized and Ms. Slack hopes to have more information next month. The tentative location for the Committee at the event is in front of Creative Encounters. Grills are allowed but have to be inspected. Ms. Thomas-Smith noted she thought they would be using a steamer and that Mr. Mitchell has one. Mr. Blomquist indicated the event details and locations are not finalized. Mr. Russo suggested the Committee remain flexible until they have more details.

Ms. Frink noted the Committee has many supplies left over that can be used at the Fall Festival: 144 bratwursts, 600 hotdogs, 16 pounds of sauerkraut, 360 bottles of water, 72 Pepsi, and 48 Diet Pepsi. The only things left to be purchased are rolls and condiments. Ms. Davis suggested forming a sub-committee to take the lead on the Fall Festival and handle purchasing. She also suggested a preapproved expense budget.

Ms. Davis made a motion to approve a \$500 expense budget for the Fall Festival. The motion was seconded by Ms. Parsells and carried unanimously.

With regard to a sub-committee, it was agreed that Ms. Mattson and Mr. Blomquist are already working actively on it with the City. Ms. Parsells and Ms. Frink agreed to handle shopping. Mr. Russo noted he will be available to cook at the event if he is not working. Ms. Davis noted that if the event or Committee locations are moved off Main Street, they will need additional signage. Mr. Blomquist said he will mention that to the organizer.

Ms. Parsells made a motion to accept the report of the fundraising committee as informational, which was seconded by Mr. Russo and carried unanimously.

ii. Draft Fundraising Community Statement/Appeal Letter

Chair link noted that the letter is ready to be mailed and asked if everyone had reviewed it. He noted he believes the letter is a straight forward description of the Committee's work, history, and their need to supplement income since Pumpkin Fest has ended.

Ms. Thomas-Smith asked if Tax ID information should be on the letter. Chair Link indicated that is not possible. Ms. Mattson added that because the Committee is under the City municipality, their donations are not tax-deductible. She said they Committee may want to apply for a Tax ID number as a non-profit in the future.

Ms. Slack noted that she believes the first sentence of the letter is incorrect. Chair Link disagreed. Ms. Slack, Ms. Davis, and Chair Link discussed the accuracy of the statement in the letter. Ms. Slack agreed to have the letter mailed despite her disagreement with the statement.

iii. Mailing List for Appeal Letter – Add Names (quilters) others? c. Einbeck Delegates – Review/Finalize Schedule of Events for Visit

Chair Link indicated that Ms. Davis and Ms. Mattson have been actively involved in finalizing the schedule of events for the visit. He believes there is sufficient time to spend with host families, tour the town, and interact with the community.

Mr. Blomquist suggested changing the pick-up location from the Keene High School to the Public Works building so they have access to bathrooms, etc. upon arrival. He thinks it will make drop-off by Thomas Transportation easier. Mr. Blomquist added that he will be hosting guests, host families, and community members at his home in West Chesterfield on Sunday at 3:00 PM for a pot luck. Some City department heads have offered to help set up. He is trying to get the Parks and Recreation van to help with transportation needs throughout the week.

The Committee discussed the schedule for the rest of the week. The following decisions were made:

- The Committee decided to leave Monday morning open and move scheduled events to the afternoon. Mr. Blomquist will find out if this is possible. Ms. Davis suggested touring Keene High School in the afternoon if the other events do not work out.

- For Tuesday, the Committee discussed the best time to start the day. Ms. Davis indicated that solid drop off and pick up times will be important for host family organization and logistics. While there was no start time decision yet, the Committee agreed to try to have all events in the afternoon, possibly starting at 2:00 PM depending on who Mr. Blomquist finds available. The police station and public works tours will not take place on Tuesday. Guests will tour City Hall, visits a local cemetery, visit a local park, and possibly go for ice cream before the event at Fireworks. Mr. Russo indicated that he and his available staff will be able to help with transportation if necessary.
- For the shadow day, Ms. Davis indicated that Mr. Thormann and Mr. Herbst will be available to meet guests at the high school. She also has a call into the winery to find out if it will be open that afternoon. She also mentioned having Mr. Thormann and Mr. Herbst speak with the senior center. Mr. Mitchell addressed the partners of guests touring on the shadow day. His wife will be taking a trip to Saint-Gaudens and has offered to take partners who do not want to participate in shadow day.
- For Thursday, Ms. Davis indicated the KSC tour and lunch will take place. Guests will tour the College, particularly the new technology center, and receive a brief background of the American university system. KSC has agreed to provide lunch. They will tentatively visit the Historical Society as well as Wyman Tavern in the afternoon. Ms. Mattson noted that Wyman Tavern might not be open but she is looking into it. She indicated the Horatio Colony House Museum is another option. Ms. Davis noted the Historical Society may be sufficient before dinner at 6:00 PM. The dinner will take place at the Fire Department and many City Councilors and the Mayor will be present. Host families will not attend the dinner but there will be a short dessert social following the dinner at 7:00 PM to include host families.
- For Friday, Mr. Thormann and Mr. Herbst will leave that morning for Boston to have an extra day to tour the region. They will be leaving with Thomas Transportation at 9:45 AM. Ms. Davis will reorganize all Thomas Transportation arrangements to take place at the Public Works building. Mr. Blomquist is unsure if the C&S tour will take place Friday afternoon. There will be seven adults and two children remaining for the possible tour.

Ms. Parsells noted the need for a translator. Ms. Davis said she hoped to ask Ms. Hornbeck. Ms. Mattson noted she may not be available. Ms. Frink mentioned Charlotte Lesser as a possible translator. Ms. Davis noted that if they do not bring a translator, they could have Mr. Thormann's speech translated ahead of time.

Ms. Thomas-Smith made a motion to accept the Einbeck Delegates report as informational. Mr. Russo seconded the motion which was carried unanimously.

d. Soccer Exchange – Discussion

Ms. Parsells indicated that Mr. Secord is still looking for someone to take over the soccer program; he has someone in mind and would like to have this issue on the schedule for a

later date. Ms. Davis noted that Mr. Secord no longer has funds for the soccer exchange and few connections to Keene soccer groups. She indicated the necessary discussion is if the Committee has \$12,000 to host the group from Einbeck. She added that if Mr. Secord goes to Einbeck, the Committee would need to pay for his flight.

Chair Link asked when Keene is supposed to host the Einbeck soccer program. Ms. Davis indicated in 2018 and that the Keene program is slated to visit Einbeck in 2017. She noted that Mr. Secord said the only soccer program in Keene right now is at the high school so perhaps they can foster a high school soccer exchange. Chair Link indicated this is something they should move to the high school if they are willing but it will have to begin administratively. He thinks soccer exchanges are valuable and the Committee should try to continue this effort. He said if it will not work financially, they need to know. Ms. Davis noted that in the past, the Committee has paid \$4-5,000 for transportation, uniforms, etc. and the Committee needs to decide if they will continue to support this. Chair Link indicated they could apply for funding to finance the exchange. He said the person to speak with is Jim Logan because the Keene Academy gives approximately \$100,000 to Keene High School each year to support such programs and he thinks \$12,000 is possible.

Ms. Davis noted that Einbeck already sent a letter of invitation so they cannot wait until October to discuss this matter. Mr. Mitchell indicated the Keene Academy funding is not until spring so budget talks are too early until they have someone in the soccer community who wants to guide the program. Mr. Secord thinks the Keene High School soccer coach may be interested but so far, no one has stepped forward.

Ms. Davis suggested taking time to find someone and postpone with Einbeck until the soccer program is better organized. Ms. Parsells noted they will need a committed organizer for at least the next two years. Chair Link suggested paying Mr. Secord to lead the program. Ms. Davis replied that he no longer has connections in the soccer community. Ms. Thomas-Smith indicated there are too many variables the Committee does not know, she agrees with notifying Einbeck that the Committee needs a year to organize.

Ms. Davis noted that Mr. Burkard Lange, a local soccer coach, passed away and she will arrange sending a card from the Committee.

Ms. Thomas-Smith suggested that if the high school is not interested in the soccer program, they could look into the UAA, travel teams, or KSC teams. Ms. Davis indicated she will stay in contact with Mr. Secord.

Ms. Thomas-Smith made a motion to postpone the invitation of sending a soccer team to Einbeck in 2017 because the Committee needs more time to organize. The motion was seconded by Ms. Parsells and carried unanimously.

Based on the motion, Chair Link said he will speak with Mr. Secord before sending the letter to Einbeck.

- e. **Signs for Public Awareness of Einbeck/Keene Partnership**
 - f. **KSC Chamber Singer's Concert – Opportunity for Collaboration – Concert Proceeds Benefit PCC Update to Committee – *Tom***
 - g. **Facebook Page – Google Photo/Video of the Einbeck Trip – *Dawn***
- 5) **Communications**
- 6) **Reports**
- a. **Treasurer Report- *Kathy Frink***

Ms. Frink indicated she tried to contact Bill Howell about the \$50 deposit reimbursement. The check will be sent.

She noted that the City appropriated \$3,500 instead of \$5,000 to the Committee this year. The Finance Director thought last year's increase to \$5,000 was a one-time request so this year's budget reverted to past appropriations. Chair Link indicated the Committee's original appropriation was \$5,000 but the Committee offered to lower it temporarily to \$3,500 during the economic downturn in 2008. Last year the Committee requested to return to their original appropriation of \$5,000 which was misinterpreted as for one year. Ms. Frink will return to the Finance Director with that information.

Ms. Frink indicated that with the \$3,500 allotted, the Committee has \$18,986.21 in the budget.

- 7) **New Business**
- 8) **Next Meeting**

The next Committee meeting will take place on September 13 at 4:30 PM. Mr. Russo will not attend.

- 9) **More Time**
 - a. **Band Exchange – The Mendelssohn School/Keene**

Ms. Thomas-Smith noted that Ms. Hornbeck had taken the lead on this item and that the Committee should get any pertinent information from her to move forward. Chair Link indicated he has not yet received Ms. Hornbeck's formal resignation, so they will table the matter for now. Ms. Davis noted that the Waldorf School has said no one can currently finance the trip.

10) Adjournment

Hearing no further business, Chair Link adjourned the meeting at 6:14 PM.

Respectfully submitted by,
Katie Kibler, Minute Taker