

**ADOPTED**

City of Keene  
New Hampshire

**PARTNER CITY COMMITTEE**  
**MEETING MINUTES**

**Tuesday, October 18, 2016**

**2<sup>nd</sup> Floor Conference Room**

**4:30 PM to 5:30 PM**

**Members Present:**

Tom Link, Chair  
Karen Parsells  
Kathy Frink  
Dawn Thomas-Smith  
Steven Russo  
Kendall Lane, Mayor  
Antje Hornbeck

**Staff Present:**

Helen Mattson, Staff Liaison  
Kurt Blomquist  
Frank Richter, potential new member

**Members Not Present:**

Irene Davis, Vice Chair  
Pamela Russell-Slack  
William Schoefmann  
Jay Kahn, City Councilor  
John Mitchell

**1) Call to Order**

Chair Link called the meeting to order at 4:35 PM.

**2) Minutes of the Previous Meeting – September 13th, 2016**

Ms. Parsells made a motion to accept the minutes as of October 18, 2016. Mr. Russo seconded the motion and was approved by unanimous consent.

**3) Board Business:**

- a) Recap Delegation Visit-

Chair Link stated feedback received from the Einbeck Delegation visit has been extremely positive and overall a terrific visit. Chair Link stated it was great to see the effort and generosity from not only the committee but also the host families. Chair Link requested round table discussion for feedback from members of the committee.

Mayor Lane stated the visit was extremely positive and informative. Mayor Lane reported that there were issues with translation and it was the committee's failure not to have translators available. He continued it was the committee's responsibility to provide translation and interpretation to the delegates from the very beginning. Mayor Lane stated the translators spoke too fast at times and affected comprehension of presentations. Mayor Lane stated translators should be briefed ahead of time and Chair Link agreed. Mr. Blomquist interjected and stated translators should pause at the end of sentences and also when they want to emphasize a point. Mr. Blomquist suggested appointing someone to oversee logistics for the next visit to assist throughout the entire visit.

Chair Link introduced potential new member Frank Richter and thanked him for attending meeting.

Mayor Lane stated he attended the welcome dinner along with members of City Council and was told this was the City Council's first contact with a Delegation from Einbeck. Mayor Lane stated the City Council felt excluded from the planning and organization of the delegation's visit to Keene. Mayor Lane continued that City Council members were fascinated and this visit was a new awakening in discovering the relationship between Keene and Einbeck. Mayor Lane stated the Committee should be more inclusive in the planning and execution to ensure awareness in the community as well as informing the City Council.

Chair Link stated he agreed with Mayor Lane and also felt the reception from City Councilors was positive and agreed on the importance of ongoing support to reach the community.

Chair Link stated Ms. Thomas-Smith and other members have been in contact with the Keene Sentinel to promote the partnership between Keene and Einbeck.

Ms. Thomas-Smith reported she received a message from Sandra at Keene State College to post public events on their Facebook page. Ms. Thomas-Smith stated by broadcasting City events on social media will spread awareness in the community, provide important details about events and list event schedules. Ms. Thomas-Smith stated using social media is efficient and cost effective.

Mr. Blomquist stated the delegation visit is perceived as a closed group with very little publicity. Mr. Blomquist suggested infusing the choral music exchange and athletic soccer exchange into a larger group event. Mr. Blomquist stated that by creating a large event it will bring more awareness to the community and more revenue. Chair Link stated he agreed with Mr. Blomquist that there needs to be more awareness brought to the community. Mayor Lane stated those who traveled to Einbeck truly discovered the importance of this relationship for Keene.

Ms. Mattson stated additional funding would be helpful for providing hospitality and assist to help raise public awareness for future events.

Ms. Hornbeck stated she would like to see Einbeck beer imported to Keene and stated there are numerous benefits associated with having this beer available. Chair Link reported he was given a name of a distributor in Portsmouth that imports beer and has called his office. Chair Link reported his call has not been returned at this time. Chair Link stated he is traveling to Portsmouth next week and will stop by the distributor's office hoping to make this import happen. Chair Link stated there are a few obstacles faced with this import. Chair Link stated the importer and distributor must work together to make the import happen. The application fee to the State of New Hampshire is \$3,000.00 and samples of beer must be tested in a state laboratory. Chair Link stated people in the community have come forward to help pay for the application fee.

Mr. Blomquist stated mustard is another product to import from Einbeck and possibly focus on smaller businesses to handle the import. Mayor Lane stated beer and mustard are two products that would be well received in this area and wondered if we should seek a local business that is willing to set up distribution. Chair Link stated there are local businesses that make unique products and would possibly be interested in this venture.

Mayor Lane stated that effort should be made early on to put together gift baskets for all visiting families. Mr. Blomquist stated this falls under logistics. Mr. Blomquist stated Einbeck puts forth a great deal of effort putting together gift packages and this should be reciprocated.

Mr. Russo stated there were issues with transportation as well as host expectation issues. Mr. Russo stated there are limitations on what people can or cannot do as well as the limitations of host families. Mr. Russo stated committee must be aware of the upcoming issues faced with hosting. Mr. Russo stated everyone is in a different place in their life with different size housing that could affect the financial expense of hosting someone. Mr. Russo stated there is a need for someone to oversee logistics. Ms. Frink suggested looking outside committee members to host families and look at chorale members or soccer members to host. Ms. Frink stated host families need to be aware it is their responsibility to provide some meals and transportation.

Mr. Blomquist suggested having a full day planned for touring, free time activities and coordinating activities together such as climbing Mount Monadnock would be helpful. Mr. Blomquist stated having a logistics plan in place for a full-day of activities rather than half-days. An activity sign-up list should be included as part of the planning process as well.

Ms. Hornbeck stated she received positive feedback from the signs posted at the entrances of the city and raised public awareness of our Partner City Einbeck. Ms. Hornbeck stated she is well rooted in the German community and has connections with a plethora of people who can assist if there is a shortage of translators. Ms. Hornbeck suggested having an informal setting for translation.

Mayor Lane stated before the next visit Committee members could learn conversational German. Understanding the language and culture would help the visit go smoother.

Ms. Thomas-Smith suggested looking at past exchanges to collect and build a database for best practices. Ms. Thomas-Smith stated she was excited about the front page of the Keene Sentinel and positive mentions about the delegation visit.

Mr. Fred Parsells, a member of community, who hosted delegates, also attended the meeting. Mr. Parsells stated in terms of publicity, the Committee could consider a broader scope by using other media contacts such as the Union Leader or WMUR to expose the Keene/Einbeck relationship. Mr. Parsells also suggested looking at holding the visit during a different time of year such as summer because there may be more activities available in summer verses fall. Chair Link stated this is a conversation between Albert and Irene. Mr. Parsells stated he took delegates to YMCA for a tour and were given free passes during their visit. This is another avenue for the Committee to consider for future visits for free passes to other recreational places. Committee can expand their resources in order to coordinate driving to and from the airport as opposed to hiring Thomas Transportation.

Ms. Frink recommended families arrival and departures be arranged on same days rather than on different days. It would be much easier to coordinate.

Ms. Parsells stated the schedule needs to be more clear and concise. Ms. Parsells thanked Ms. Mattson and Mr. Blomquist for all of the extra work put forth. Ms. Parsells suggested allotting time in the schedule for a full afternoon to take families out to dinner and that concentrating on Chorale group next for hosting families.

Mr. Richter stated his involvement with the Soccer Exchange and welcomed any questions. Chair Link stated conversations have begun with Keene High School Principal Jim Logan regarding the Soccer Exchange and planning is in the beginning stages. Chair Link stated there is not a girls' soccer team in Germany.

**4) Communications:**

**5) Reports:**

a) Treasurer Report

Ms. Frink reported the Fall Festival earned \$670.50 and expenses were \$134.72 with a profit of 535.78. Ms. Frink reported the raffle earned \$287.00. Ms. Frink reported the account with the appropriated money is \$2,877.28 that includes the expenses for the festival. Ms. Frink reported the total balance in both accounts was \$20,595.99. Ms. Frink reported there are two outstanding invoices from Thomas Transportation and Keene High School. Ms. Frink reported there are hot dogs leftover and come 20 in a pack for \$10 as well as leftover water and soda. Ms. Thomas-Smith made a motion to accept the report and Ms. Parsells seconded the motion.

**New Business:**

a) Visit from German Consul General, Dr. Horlemann-November 9<sup>th</sup> at 2:30 pm

Chair Link stated he had a conversation with folks at Keene State College to inform them of Dr. Horelmann's visit would be discussed at today's meeting. Chair Link stated he spoke with Irene Davis and she stated she would be available on Tuesday, November 8<sup>th</sup> to assist the Mayor with translation during the meeting. Ms. Mattson stated Ms. Davis was hoping Committee members would be present for the meeting when the Mayor presented Dr. Horlemann with a key to the City at 2:30 at Central Square. Chair Link stated he is unable to attend meeting but requested an invitation be sent to committee members. Ms. Mattson agreed to send an invitation.

**Next Meeting:** Next meeting date: November 8th, 2016

**6) More Time:**

- a) Band exchange-Discussion/letter of postponement
- b) KSC Chamber Singer's concert (in December)-opportunity for collaboration-concert proceeds benefit
- c) Fundraising-ongoing
- d) Soccer Exchange-Discussion of postponement
- e) Facebook page-Google photos/videos of the Einbeck delegation-*Dawn*

**7) Adjournment**

Ms. Thomas-Smith made a motion to adjourn meeting at 5:29 PM and motion and was seconded by Ms. Parsells.

Respectfully submitted by,  
Jennifer Clark, Minute Taker