

City of Keene
New Hampshire

MARTIN LUTHER KING, Jr. /JONATHAN DANIELS COMMITTEE
MEETING MINUTES

Wednesday, June 6, 2018

5:00 PM

Room 12 Rec. Center

Members Present:

Bill Hay, Chair
Jan Manwaring
Dottie Morris

Staff Present:

Andrew Bohannon, Parks & Rec. Director

Members Not Present:

Melanie Everard, Vice-Chair

1) Call to Order and Roll Call -

Chair Hay called the meeting to order at 5:00 PM. Roll call was conducted.

2) Approval of Minutes – May 2, 2018

Ms. Manwaring motioned to approve the minutes of May 2, 2018 as submitted. Ms. Morris seconded the motion which carried unanimously.

3) Finance Report –

Mr. Bohannon reported a current balance of \$8,324.70 noting the author payment of \$1,325.00 for the program at Franklin School.

Ms. Manwaring made a motion to accept the Finance Report as presented. Ms. Morris seconded the motion which carried unanimously.

4) Walldogs Request for Funds – Georgia Cassimatis

Ms. Cassimatis and Mr. Poanessa did present this project to the Committee at the last meeting. At that time no request for funds was made. Although the Committee had agreed not to sponsor any outside agencies in the future after discussion they agreed this was a worthwhile endeavor. Ms. Cassimatis and Mr. Poanessa then submitted a request for funds application to the Committee for consideration. Ms. Cassimatis reported a donation of \$13,800 from 100+ Women Who Care which is a good start towards the \$150,000 to be raised. She indicated each mural would cost approximately \$11,335. Ms. Cassimatis said there are many expenses for the festival that are not included in request for funds. The Jonathan Daniels mural is a substantial project that will last for 75 years and will serve as an educational resource. She suggested the mural will be front and center; this also includes a plaque. Ms. Cassimatis noted the final design would be presented in April.

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Mr. Bohannon asked what happens if they don't choose Jonathan Daniels? Ms. Cassimatis replied Jonathan Daniels has already been chosen. She noted the other mural subjects include trains, a woman, and a business.

Ms. Morris asked what the marketing, promotion, and video production includes. Ms. Cassimatis explained they have a video documentarian who will create a video the City can share on its website. She also explained the sponsorship packet being assembled for distribution along with the marketing materials (printing/social media). The video will cost approximately \$4,000.

Asking how the Committee would like to move forward Mr. Bohannon added this is a different request. Ms. Morris asked what amount is needed to be considered a sponsor; if the Committee does not give the \$9,000 requested. Ms. Cassimatis suggested she had no answer at this time and noted the sponsorship level is \$10,000. Ms. Morris noted the Committee does not have \$9,000.

There being no additional questions Mr. Bohannon explained the process for Ms. Cassimatis noting no vote would be taken at this meeting. He advised the Committee would meet again in August. Chair Hay thanked Ms. Cassimatis for coming.

Discussion-

Ms. Manwaring suggested a fund raiser as the Committee does not have the \$9,000 requested; she also noted this could be tied in with the new Mission/Charge; an opportunity to tell people what we are doing. Mr. Bohannon raised the idea of a SWOT analysis to help the Committee come up with a plan. He also indicated it would be premature to fund this project without knowing the Committee's future direction. Mr. Bohannon explained SWOT analysis is a strategic planning technique used to help a person or organization identify the Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. Committee members were in favor of the SWOT analysis idea. Ms. Morris commented the College City Commission's subcommittee is dealing with the issues being discussed here – she also asked if the Mayor had thought of any overlap happening between them and this Committee. Chair Hay asked if the funds had to be committed all at once. Mr. Bohannon suggested asking the Walldogs to match the Committee's contribution. Ms. Manwaring suggested a contribution of \$5,000.

5) Wrap up for Author Visit at Franklin School-

Chair Hay provided the report out on the event. He noted his attendance and that Ms. Everard was also there. Referring to the book "New Shoes" Chair Hay noted the author explained to the students how a book comes together (story and illustrations). Chair Hay commented how the other two books relate to immigration issues happening today. The students had traced their shoes and had them hanging from the ceiling- Chair Hay commented on how emotional this was. He also shared thank you notes presented by the students.

6) New Business –

1. Membership – Mr. Bohannon reported speaking with Councilor Sapeta to see if his daughter was still interested in joining the Committee. He also spoke to Derek Scalia who said he is interested but the Wednesday meetings do not work for him. Committee members were not averse to changing the meeting day/time. Mr. Bohannon pointed out how Mr. Scalia rejoining

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the Committee would tie the two colleges (Franklin Pierce and KSC) together. With the upcoming changes to the Charge Ms. Manwaring suggested having a lawyer on the Committee. Chair Hay suggested looking at the immigration and refugee partnership. Mr. Bohannon explained he will be working on the rewrite of the Charge and will be accepting comments from Committee members; he will share all comments received.

7) Adjourn-

There being no further business Chair Hay adjourned the meeting at 5:55 PM.

Next meeting date: August 8, 2018 (SWOT analysis)

- Committee members agreed by consensus to change the August meeting date.

Respectfully submitted by,
Mary Lou Sheats-Hall, Minute Taker
June 7, 2018