

**City of Keene**  
**New Hampshire**

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

**Tuesday, March 10, 2020**

**5:00 PM**

**2nd Floor Conference Rm.,  
City Hall**

**Members Present:**

John Mitchell, Chair  
Dawn Thomas-Smith  
Michael Giacomo, City Councilor  
Dr. Delene White  
William Schoefmann  
Mari Brunner

**Staff Present:**

Helen Mattson, Staff Liaison

**Members Not Present:**

Kürt Blomquist  
Gary Lamoureux  
Daniel Brown

**George S. Hansel, Mayor**

**1) Call to Order**

Chair Mitchell called the meeting to order at 5:06 PM.

**2) Roll Call – Appoint Alternates (if required)**

**3) Minutes of the Previous Meeting: February 25, 2020**

Mr. Schoefmann made a motion to accept the meeting minutes of February 25, 2020. Mayor Hansel seconded the motion, which passed by unanimous vote.

**4) Board Business**

**a. Student Exchange – Update – John**

Chair Mitchell stated that he is very disappointed to report that the Einbeck students' visit to Keene, which was scheduled to happen in two weeks, has been postponed. He continued that it has *not* been canceled. He has been in regular contact with folks in Germany, and there are lots of details as to how the decision was made. Keene school officials made the decision, saying

that it would be very challenging to make this happen, and too risky right now (due to the coronavirus). Keene and Einbeck mutually agreed to postpone the trip. Parent and student meetings will continue until the exchange happens. Everyone is still very interested.

Chair Mitchell continued that Dr. White came to visit his group of students at Keene High the other day, and that was very well received by the group. That connection will grow over the months.

Ms. Mattson asked if anyone had already purchased airplane tickets. Chair Mitchell replied that they expected the students to bring in their air travel money, and several parents have asked for staff to hold onto the money, because they are optimistic that the trip will happen. No one has asked to back out.

Ms. Thomas-Smith made a motion to accept Chair Mitchell's report as informational. Mr. Schoefmann seconded the motion, which passed by unanimous vote.

**b. Planning for October Exchange to Einbeck**

**1. Future Exchanges**

**2. Dedication of Einbeck's old synagogue meeting space to coincide with October's visit**

Mayor Hansel reported that he reached out to the Cohen Center, but no one has gotten back to him yet. He continued that Einbeck's synagogue will not be dedicated until after Keene's trip to Einbeck in October. They were trying to get a video for the celebration and he is not sure if the timing will work out. Hopefully when the Keene delegation is in Einbeck they can video something; maybe they can get into the synagogue for that before it is officially open to the public. He is waiting to hear back if they are okay with that.

Mayor Hansel stated that he has not heard back from anyone at the Cohen Center, regarding whether anyone is interested in being part of the delegation. He continued that he is also asking if anyone (one or two people) at the synagogue in Keene is interested.

Chair Mitchell stated that an email from Jürgen Herbst says that the room can be visited by the delegation. He continued that he is sure he means there will be some sort of assembly.

Chair Mitchell asked how many committee members are interested in traveling to Einbeck in October, and whether or not their spouses/partners would be accompanying them. Discussion continued and the following was determined:

Interested: Mr. Schoefmann, Dr. White and spouse, Ms. Brunner and possibly spouse, Chair Mitchell and spouse.

Not sure yet: Mayor Hansel, Councilor Giacomo, Ms. Mattson and spouse.

Chair Mitchell asked how many people (total) would be an appropriate number for the delegation, and how many would be committee members. Discussion continued, and it was

determined that the total would be 10 to 12, and approximately half would be committee members and their partners. Chair Mitchell stated that Mr. Herbst wants to know, as soon as possible, who will be traveling to Einbeck. He asked what a reasonable timeframe is for them to make commitments. Discussion continued. Mayor Hansel stated that they will get closer and closer at each meeting, and maybe by two months before the trip, they can commit to knowing. He continued that he wants an answer from the Cohen Center and Keene's synagogue, about whether they have a few people interested in going, and it would be good to have others from the community.

Dr. White asked what the dates of Eulenfest are again, and how long the delegation would be traveling for. Discussion ensued, and committee members determined that if the festival is October 9 to 11, with travel time on either end, the trip might be approximately October 8 to 15.

Mr. Schoefmann asked Mayor Hansel if committee members can do anything to help him get an answer from the Cohen Center or the synagogue. Mayor Hansel replied that he would follow up. He asked if anyone has contacts for either of those places. Discussion ensued. Dr. White noted that if the Cohen Center's leadership is in transition right now, that might explain a delay in response, and they might want to let Mr. Herbst know. Mr. Schoefmann suggested that Chair Mitchell let Mr. Herbst know that while they do not yet have the names of the people going, they are trying to keep the number of people around the same size (10 to 12).

Ms. Thomas-Smith asked, Einbeck hasn't asked specifically for people who work in Police, Fire, etc? Chair Mitchell replied no. Mayor Hansel replied that last time, it was supposed to be a business exchange, and it sort of was. Discussion continued about the previous trip.

Regarding future exchanges, Mr. Schoefmann stated that the idea was to try and map out what years had what exchanges in them for resource planning and planning for outreach, or what to expect for people coming in – e.g. choral, high school, sports exchanges, etc. Chair Mitchell asked if they are still working off of Albert's plan from a year and a half ago. He continued that the soccer exchange was so strong when Wally Secord could commit his time to it, but they have now lost that. Einbeck works a lot with health, sports, and physical activity, and is definitely pushing for that and probably wondering why Keene is not following up. He welcomes comment on how the PCC could move that forward. There has been a lot of work toward a soccer exchange with the high school and it just does not move.

Dr. White asked for more information about who had spearheaded the soccer exchange, and what that was like, and why it stopped. Discussion ensued and committee members explained that Mr. Secord eventually got burned out, and was nearing retirement, and his children grew up, so it was time for him to move on. Dr. White asked if it is difficult to find soccer students or families. Chair Mitchell replied that it is hard to find someone who has the time, money, and commitment to take over the whole thing and make it happen. He continued that Mr. Secord developed a lot of infrastructure over the years and it is a big challenge to hand it off to someone else. Dr. White spoke about possible connections with other, non-school-affiliated soccer teams/groups in the area, brainstorming about who to reach out to and how.

Ms. Mattson distributed copies of Albert's plan/wish list.

Discussion continued about Einbeck's and Keene's sports/fitness/physical activities. Mr. Schoefmann spoke about rugby, and how there are at least six rugby clubs within an hour of Einbeck. Chair Mitchell stated that maybe they should cool off on soccer and look at other sports. Mayor Hansel and Councilor Giacomo spoke about Dan Smith at the Keene YMCA. Mayor Hansel agreed to reach out to him, and Mr. Schoefmann agreed to investigate the rugby possibility.

Ms. Brunner asked if there has been a dance exchange. Discussion ensued, about different types of dances, here and in Einbeck. Ms. Brunner agreed to reach out to some people and report back at the next meeting.

Chair Mitchell recapped that at the next meeting, Mayor Hansel will give an update on Mr. Smith at the YMCA, Ms. Brunner will talk about dance, and Mr. Schoefmann will talk about rugby.

Councilor Giacomo stated that he is not sure if the timing would work, but if anyone can soon commit to their October travel plans, it is a good time because airplane tickets are very cheap right now. Discussion ensued about plane tickets.

Mr. Schoefmann made a motion to accept the Planning for October Exchange conversation as informational. Ms. Thomas-Smith seconded the motion, which passed by unanimous vote.

**c. Discuss Promotional Activities/Media Opportunities to help promote PCC events and exchanges – Dawn**

Ms. Thomas-Smith distributed copies of a rough draft of a PCC Editorial Calendar 2020. She stated that it is a monthly calendar and explained the document. They have a lot of channels they can spread information through – the owned one is the Facebook page, and then they have multiple external channels. She continued that the goals are: partnership awareness, increased engagement, growth of the FB audience, and increased involvement (through hosting, traveling, participating, donating, etc). Regarding resources/details, she and Ms. Mattson are the only admins of the FB page. Their audience can be wide and large depending on the content of what they are sending out. Regarding content, it is very easy to share something already built. There is work to do from a repository point of view. She would like to talk with Mr. Secord, who has a lot of photos/content. They can be posting more information from exchanges as they occur.

Ms. Thomas-Smith continued that if the committee wants more engagement, they should think about what their calls to action are. Some of these are closed events, like the welcome and farewell dinners. They have heard feedback from folks that want to somehow be a part of something, if there is an exchange happening, if there were some sort of public event(s). Discussion ensued about how to engage people and what they could look like. Mayor Hansel suggested the PCC have a table at the Keene International Festival. Dr. White stated that when Einbeck musicians had a concert at a Keene church, everyone who attended was invited to stay after for fellowship. The event was thus semi-public – most people were church members or

hosts of Einbeck visitors. Ms. Thomas-Smith stated that they have had open-to-the-public fundraiser events in the past, and there are opportunities to do more of that.

Ms. Thomas-Smith continued that the document also includes content creation examples, both timely (seasonal events, holidays, exchanges as they happen, etc) and “evergreen” – ones not specific to a certain timeframe, such as historical information, or fun facts about Keene or Einbeck or the committee.

Ms. Brunner stated that the Downtown Coordinator has been doing a lot of pop-up events, and it might be nice to do something like a holiday market. Dr. White replied that she has students who would love for that to happen. Discussion ensued, about college students participating in downtown activities, and about craft fairs/arts and craft corridor in the winter/winter farmer’s market, etc.

Mayor Hansel thanked Ms. Thomas-Smith for her great work. Dr. White asked who they should send ideas to – is Ms. Thomas-Smith the contact person? Ms. Thomas-Smith replied yes.

Mr. Schoefmann made a motion to accept Ms. Thomas-Smith’s report as informational. Ms. Brunner seconded the motion, which passed by unanimous vote.

## **5) Communications**

Chair Mitchell asked if anyone has anything to share. He continued that hopefully everyone saw the email he got from Mr. Herbst. That is all he has to report out. He continued that Mr. Herbst is very excited about going forward as the chair of the Einbeck Partner City Committee. Everything he hears from him is very positive. He thinks Einbeck will be receptive to anything Keene wants to do. They are very fortunate.

Chair Mitchell asked if there are any communications the PCC should be generating. Mr. Schoefmann replied, the response to Mr. Herbst’s email. Chair Mitchell replied that that can be done at the next meeting.

## **6) Reports**

### **a. Treasurer Report**

Dr. White reported that the balance (\$0) remains the same; they are waiting on the appropriations coming in July. She continued that they need to do fundraising, and they need ideas for fundraising.

Ms. Brunner suggested that a long-term, potential revenue stream would be selling items at the holiday/winter’s market. Mr. Schoefmann and Dr. White agreed, they could look into getting vendor fees. Dr. White stated that there are Einbeck buttons they could sell. Mayor Hansel stated that he liked the fundraiser dinner at Fireworks. Others agreed, and discussion ensued,

regarding how the dinner would generate revenue if they cut costs for it. Chair Mitchell stated that the raffle did well. He continued that he wants to put “fundraising” on next month’s agenda. Dr. White brought up Brewtopia, which serves Einbeck beer.

Mr. Schoefmann made a motion to accept the treasurer’s report. Ms. Brunner seconded the motion, which passed by unanimous vote.

**7) New Business**

Chair Mitchell stated that “fundraising” should be on next month’s agenda. They should come back with some thought-out specifics, about ideas such as the Fireworks dinner. Ms. Brunner added that they could consider Orchard Hill’s pizza night fundraiser. Mayor Hansel added, and reunions for people who have already traveled. That is a resource to tap into. Chair Mitchell stated that the direct ask has not been exercised enough. Maybe they can look into how they could do that more. There are many people who might like to be asked.

Mayor Hansel asked that the next agenda include a review of the committee’s rules of order. He continued that this committee seems to operate differently than other bodies in the City, and he would like to have a conversation about how they run the meetings and why, and why it is different. Ms. Mattson stated that she will bring copies of the rules for everyone.

**8) Next Meeting: April 14, 2020**

**9) More Time**

**10) Adjournment**

There being no further business, Chair Mitchell adjourned the meeting at 6:00 PM.

Respectfully submitted by,  
Britta Reida, Minute Taker

Reviewed by Helen Mattson