

**CITY OF KEENE
PARTNER CITY COMMITTEE
AGENDA**

Tuesday, May 11, 2021

5:00 pm to 6:00 pm

Join Zoom Meeting
<https://us02web.zoom.us/j/89914396670?pwd=WkNzdC9ZUytYMVR2TFpkemRSdFZYUT09>

Meeting ID: 899 1439 6670
Passcode: 621233



1. **Call to Order** - Read: *Authority for Conducting a Meeting Electronically*; Per Emergency Order #12, issued by the Governor of the State of New Hampshire, pursuant to Executive Order #2020-04, gives authority for public meetings to be held remotely and shared information about how members of the public can listen and share comments.
2. **Roll Call – Appoint Alternates (if required)**
3. **Minutes of the Previous Meeting:** April 13, 2021
4. **Board Business**
 1. Student pen-pal ideas – High School 16 -18 year olds
 2. Fundraising Ideas/Opportunities
 - a.) Survey w/donate button
 - b.) Food Festival fundraising opportunity
 - c.) Holiday Market
 3. Future Exchange Ideas – YMCA, dance, rugby
 4. Discuss Promotional Activities/Media Opportunities to help promote PCC events and exchanges.
5. **Communications:**
6. **Reports:**
 - a.) Treasurer Report –*Delene*
7. **New Business:**
8. **Next Meeting:** Next meeting is June 8, 2021
9. **More Time:**
 - a.) Review Rules of Order & Compare with other advisory boards
 - b.) Student Exchange – Update on postponement
 - c.) Planning for future exchanges with Einbeck
10. **Adjournment**

1 City of Keene
2 New Hampshire

3
4
5 PARTNER CITY COMMITTEE
6 MEETING MINUTES
7

8 **Tuesday, April 13, 2021**

5:00 PM

Remotely via Zoom

Members Present:

John Mitchell, Chair
William Schoefmann, Vice Chair
Mari Brunner
Lena Kridlo
Councilor Michael Giacomo
George Hansel

Staff Present:

Helen Mattson, Staff Liaison

Members Not Present:

Kürt Blomquist
Dr. Delene White
Dawn Thomas-Smith

9
10
11
12 **1) Call to Order**

13
14 Chair Mitchell read a prepared statement explaining how the Emergency Order #12, pursuant to
15 Executive Order #2020-04 issued by the Governor of New Hampshire, waives certain provisions
16 of RSA 91-A (which regulates the operation of public body meetings) during the declared
17 COVID-19 State of Emergency. He called the meeting to order at 5:05 PM.
18

19 **2) Roll Call – Appoint Alternates (if necessary)**

20
21 Roll call was conducted.
22

23 **3) Minutes of the Previous Meeting: March 9, 2021**

24
25 Mr. Schoefmann made a motion to approve the meeting minutes of March 9, 2021. Mayor
26 Hansel seconded the motion, which passed by unanimous vote.
27

28 **4) Board Business**

29 **a. Planning for Future Exchanges with Einbeck**

30 **1. Future Exchange Ideas – YMCA, Dance, Rugby**
31

32 Chair Mitchell stated that things will become exciting soon, as we can all return to normal
33 behavior. He is sure the exchanges will do the same. He asked if anyone had an update on the
34 YMCA, dance, or rugby ideas.

35
36 Mr. Schoefmann stated that the rugby club is aware of the opportunity. He continued that they
37 will begin training soon. It is a matter of travel returning to a certain degree of normalcy, to
38 assess what that might look like. It would be beneficial if anyone has contacts in Einbeck,
39 regarding athletics. He would be happy to start reaching out to people in Einbeck about this and
40 see what their expectations are for an athletic club that comes to visit, because it is not just about
41 playing rugby. Maybe they would be introducing the game of rugby to Einbeck. Chair Mitchell
42 replied that there are a couple people he could put Mr. Schoefmann in touch with right away;
43 they can talk about it.

44 45 **2. Student Pen-pal Ideas**

46
47 Chair Mitchell reported that he has had some correspondence with Einbeck and the pen-pal idea
48 has been picked up – however, it is teachers of 16-18 year old students who are interested, and in
49 Keene the pen-pals are middle school students. He is not sure why they are hearing from the
50 high school group, but Einbeck is as anxious as Keene is to do something, so although they are
51 not completely lined up, at least it is a positive response.

52 53 **b. Discuss Promotional Activities/Media Opportunities to help promote PCC events** 54 **and exchanges**

55
56 Chair Mitchell asked if anyone had discussion. Hearing none, he moved on to the next item.

57 58 **c. Fundraising Ideas – Survey with donate button**

59
60 Chair Mitchell stated that most of the fundraising ideas and activities are on hold right now. He
61 asked if anyone had discussion.

62
63 Mr. Schoefmann stated that there is the Google Doc survey that Ms. Thomas-Smith sent out.
64 Ms. Mattson replied that she sent the link out today. Mr. Schoefmann replied that there is a little
65 confusion regarding the survey. To recap: they had a draft, and gave feedback. He asked Ms.
66 Mattson if Ms. Thomas-Smith put a draft together as well. Ms. Mattson replied yes, that is what
67 she emailed the link to. She continued that Ms. Thomas-Smith had done a survey a while back
68 and then Dr. White put a survey together. After discussion in earlier PCC meetings, she [Ms.
69 Thomas-Smith?] sent out her comments on it. She (Ms. Mattson) copied the comments, on all of
70 the questions, and emailed it to everyone in a document. If everyone is okay with it, she can go
71 in and make those changes and the PCC can look at it again. Mr. Schoefmann replied that it
72 would be good to get the survey out sooner than later; it seems like they have been spinning their
73 wheels a bit.

75 Mr. Schoefmann stated that tying in to the survey discussion, they had talked about starting a
76 Gmail account for the PCC; that was on his list of things to do. He got confused about the
77 conversation happening with the IT Department. He asked Ms. Mattson for clarification. Was
78 someone from IT going to start that account? Or should he just do it? Ms. Mattson replied that
79 that was the original plan, but she decided to wait until this meeting and see. If the PCC wants
80 her to contact IT to have that set up, she will. Mr. Schoefmann replied that he will just set that
81 Gmail account up and they can put the survey up through that.

82
83 Councilor Giacomo stated that regarding fundraising, the Keene Young Professionals Network
84 (KYPN) is working with the City of Keene to put on a food festival June 5. He continued that
85 part of that will be a Beer Garden. The PCC had talked about beer tasting, and Brewtopia has
86 the potential to get kegs or cans of Einbeck beer, if the PCC is interested. The point of the event
87 is to support local restaurants and breweries and 100% of the proceeds go to the restaurants and
88 breweries. If the PCC was interested in doing a booth at the Beer Garden to support the PCC,
89 since the PCC also lost all funding this year, this is something to talk about. The potential for
90 money-making is unknown right now; the KYPN is promising the restaurants and breweries that
91 all net proceeds will go to them. Fundraising for the event is going well. The PCC participating
92 in the event would require buying cans or kegs and a special tap, and someone would have to be
93 licensed to serve, and would sit out there collecting tickets and it would work like your typical
94 beer festival. German-style beer might be a welcome change for folks who are not into the beers
95 that are heavy on hops, like New England is known for.

96
97 Mr. Schoefmann stated that he thinks this is a good idea. He continued that it would just take a
98 couple volunteers to pull off. He will be there and could help. Discussion ensued. Ms. Mattson
99 stated that she can take tickets but cannot pour beer. Mr. Schoefmann asked if anyone is a
100 licensed pourer. Discussion continued about people's interest in and willingness to be trained
101 and licensed, and what that would entail, or if they could find someone who is already licensed
102 and would be willing to volunteer at this. Chair Mitchell stated that it sounds like he, Ms.
103 Kridlo, and Mr. Schoefmann are all willing and available for this event. Councilor Giacomo
104 added that the event is from 12:00 to 5:00 PM on June 5, and then breakdown, and breweries at
105 10. The event will provide ice. The PCC would need to bring a table, and while they could do
106 cans or a keg, the cans are simpler although more expensive. Mr. Schoefmann asked if
107 Councilor Giacomo had an idea of how much beer they would need to have. Councilor Giacomo
108 replied that he is not sure – maybe one 20-liter. They also need a custom tap handle for about
109 \$50 or \$60. Cans would be easier.

110
111 Mr. Schoefmann asked if anyone has contacts at the brewery (in Einbeck). Free swag would be
112 great to draw people in. Chair Mitchell replied that he has a lot of things they could use. He
113 suggested a raffle. Discussion continued about logistics. Ms. Kridlo stated that the shipping
114 times from Germany are very slow right now, which is something to keep in mind.

115

116 Mr. Schoefmann stated that it sounds like this is something they can pull off. Councilor
117 Giacomo stated that he will put the PCC's logo up on the website for this event. Discussion
118 continued about items that can go on the table and who has what.

119

120 **5) Communications**

121

122 Chair Mitchell asked if anyone had communications to bring up. Hearing none, he moved to the
123 next agenda item.

124

125 **6) Reports**

126

a. Treasurer Report – Delene

127

128 Chair Mitchell stated that he assumes the Treasurer Report is stable.

129

130 **7) New Business**

131

a. Holiday Market in Keene

132

133 Ms. Brunner stated that she, Mr. Schoefmann, and Dr. White have been meeting with Beth Wood
134 to discuss the idea of doing a Holiday Market in Keene. She continued that they want to do
135 something similar to the popular Holiday Markets in Germany, Scotland, Switzerland, and other
136 European countries. They are set up in pedestrian areas, typically for the month of December,
137 with entertainment and food, and vendors set up in specially-built and decorated wooden huts.
138 The German Studies program at Keene State College (KSC) is fully on board with doing this. It
139 would be nice to have the PCC have a role in it, not an organizing role; more of a sponsorship
140 role. The PCC could have a booth that promotes the exchange and it could be an opportunity to
141 fundraise. The idea would be that different businesses and non-profits could sell items in the
142 downtown area during the holiday season, for a weekend or even just a day.

143

144 Ms. Kridlo stated that in Germany the City provides the huts for businesses or craft vendors to
145 rent. Discussion ensued about the huts, and the logistics. Ms. Brunner showed the two-page
146 proposal they put together for this, including photos of the decorated wooden huts, as examples.
147 She continued that the idea is still preliminary and they have not yet reached out to a lot of the
148 people on their list. They wanted to run it by the PCC and see if the PCC is supportive. They
149 hope it could become an annual event that draws in tourists, and that the event increases
150 awareness and support of the Partner City program.

151

152 Mr. Schoefmann stated that they met with Andy Bohannon, Parks, Recreation, and Facilities
153 Director, who was all for it, and Kürt Blomquist, Public Works Director, who gave them some
154 constructive feedback on the logistics. He continued that he thinks it is a matter of trying to
155 piece more organizations together to lead the charge. He asked Ms. Brunner what she thinks the
156 next step is.

157

158 Ms. Brunner replied that she would love feedback from the PCC members. She continued that
159 she is not sure if this would be able to happen this year, or if it would debut in 2022, but they
160 would really like to have the PCC's support because the idea grew out of the PCC trying to think
161 of ways to help promote the Partner City program.

162
163 Ms. Mattson stated that she thinks it is a great idea. Ms. Kridlo stated that she thinks this event
164 could run itself, once there are huts, because then you only need vendors in the huts. She
165 continued that of course there are issues of licensing, insurance, and so on and so forth. In
166 Germany these Holiday Markets basically run themselves and are huge money-makers.
167 Councilor Giacomo stated that a first step would be to identify the organizations that would be
168 interested in partnering to run this. In order for the event to run itself it has to become an
169 established entity that people pay attention to. Marketing is a big task. These Holiday Markets
170 are common in Europe but people are not familiar with them here.

171
172 Ms. Brunner asked if people think this is in line with the PCC, and if the PCC is willing to be a
173 sponsor. She continued that by "sponsor," she means putting the PCC's name on it. Ms.
174 Mattson replied yes, it's definitely something to consider. She continued that the PCC
175 participated in the Pumpkin Fest, but now this event has lapsed. Chair Mitchell replied that the
176 Pumpkin Fest is a reminder that there really is support for this type of event; the community is
177 obviously interested. Discussion continued about event logistics.

178
179 Mr. Schoefmann stated that maybe the next step is to create a Google Doc for this, once he starts
180 a Gmail account for the PCC. He continued that will share a link and people can start putting in
181 ideas for groups to contact, and even better, specific people to contact at the groups. Ms.
182 Brunner replied that they already started brainstorming a list of partners, which she will send out.
183 She continued that they need actual contact information/names of people at the organizations.

184
185 Ms. Kridlo asked if the PCC would be running this event, or another group. Mr. Schoefmann
186 replied that the PCC would not be the best entity; it takes a larger conglomerate of people. Ms.
187 Brunner stated that they do not want the PCC to be the lead organizer, because the committee
188 structure is not the best format to organize an event like this. Having to have the numerous
189 planning and organizing meetings be publicly-posted committee meetings would be difficult.
190 But they definitely want the support of the PCC. She, Mr. Schoefmann, Dr. White, and Ms.
191 Wood will continue reaching out to organizations to see who is willing to help out and run with
192 this idea. It is great to have the German Studies Department at KSC fully on board. Ms. Kridlo
193 stated that she is glad to help. Councilor Giacomo stated that the food festival idea came out of
194 the City's reopening committee, and then the KYPN stepped up to run the event, with the City
195 sponsoring and helping promote it but not organizing it, and a similar structure could work well
196 with this if they identify an organization wanting to take this on.

197

198 **8) Next Meeting: May 11, 2021**

199

200 **9) More Time**

201 **a) Review Rules of Order and Compare with Other Advisory Boards**

202

203 Chair Mitchell asked Mayor Hansel if they should keep this item on more time. Mayor Hansel
204 replied yes.

205 **b) Student Exchange – Update on Postponement**

206 Chair Mitchell stated that the high school principal has put the exchange in the parent newsletter;
207 that is the only update.

208

209 **10) Adjournment**

210

211 There being no further business, Chair Mitchell adjourned the meeting at 5:51 PM.

212

213 Respectfully submitted by,

214 Britta Reida, Minute Taker

Feedback from Dawn for PCC Survey

- Intro (Retitle & the 'why'): **City of Keene & Einbeck, Germany Exchanges | Partner City Committee (PCC) Survey**

We're reaching out to past participants of the City of Keene's Partner City Committee exchange program with our sister city Einbeck, Germany. We'd appreciate you taking **10-15 minutes** to answer a few quick questions about your experience with past exchanges and share any other information to help us continue and strengthen our partnership and future exchanges. *Thank you for your time - we're grateful for your support!*

- Survey questions:

- Suggest swapping the Address and Email fields and remove the 'required' element from Address, in case folks don't want to share.
- Q2 'Please rate your overall experience' - move to Q1
- New Q2 - 'How important exchanges' - Also add an open ended text box with 'Comments: (optional)' [Anticipate we could receive candid feedback here about their thoughts re: value, reach, etc....]
- Q1 'Would you recommend' - move to Q3. Also add an open ended text box with 'Comments: (optional)' [Anticipate we could receive candid feedback here about hosting responsibilities, etc....]
- Q4 'Likely to participate in future' - Also add an open ended question attached to this with 'Why or Why Not? (optional)'
- Q5 'Please elaborate' - suggest changing language here to: "Please share memories or additional thoughts about your past experiences with exchanges:"
- Q6 'PCC pays for...' - suggest changing language here to:
"As you may (or may not) be aware, the Partner City has provided bus transportation (to and from the airport for Einbeck visitors), official welcoming and farewell events, small gifts for delegates, and, rarely/when needed, lodging for Einbeck delegation officials. In the past, the PCC has been granted a yearly allocation from the City of Keene, except for the year 2020. In order to fully meet the expenses mentioned above, we rely on fundraising and support from individual contributors.

If you would like to help support future exchanges by making a donation, please [click here/insert link to secure donation form -- OR -- click on the button below (if we're planning to include that way)] to make an online donation. Thank you for your consideration and support.

If you would like to help support future exchanges by donating your time, please check the appropriate box below and a member of the committee will reach out to connect with you when community events and/or exchanges are being planned."

Add checkbox options: Yes | Maybe | No

Add conditional logic if user selects yes or maybe, display text box with "Best way to reach you?:"

- Q7 'Option 1' bullet - assuming this should this be removed?

City of Keene Partner City Editorial Calendar 2020 (DRAFT 3.10.20)

Goals:

- Partnership awareness
- Increased engagement
- FB channel audience growth
- Involvement (host, travel, participate, donate, etc)

Resources/Details:

- Two admins
- Audience: committee members, exchange participants, students, teachers, host families, Keene and Einbeck communities
- Channels (owned): FB page
- Channels (external): Keene Sentinel, Einbecker Morgenpost, Einbeck FB page, radio, event location (i.e. signage), other
- Content/Photos - collect from travelers, define/create repository, shares

Content creation/sharing examples for PCC Facebook page:

Timely:

- Exchanges/events
- Individual visits
- Holidays
- Seasonal content
- Shares from publications (Keene Sentinel, Einbecker Morgenpost)



Evergreen:

- Historical (Choral groups, Soccer groups, official exchanges)
- Fun Facts (Committee, travelers, Keene info, Einbeck info, etc.)
- Q&A
- Thank hosts, travelers, donors, sponsors, participants
- Guest posts

<p>January Call for KHS/CCC students and hosts w/share from SAU29 KHS Blackbird Beacon Newsletter</p>	<p>February</p>	<p>March KHS/CCC exchange (Einbeck students in Keene)</p>
<p>April</p>	<p>May</p>	<p>June</p>
<p>July</p>	<p>August</p>	<p>September</p>
<p>October Keene in Einbeck Oktoberfest</p>	<p>November Thanksgiving</p>	<p>December Christmas/Hanukkah/Kwanza</p>