

**CITY OF KEENE
PARTNER CITY COMMITTEE
AGENDA**

Tuesday, October 12, 2021

5:00 pm to 6:00 pm

2nd Floor Conference Room, City Hall



- 1. Call to Order**
- 2. Roll Call – Appoint Alternates (if required)**
- 3. Minutes of the Previous Meeting: June 8, 2021**
- 4. Board Business:**
 1. Appoint new treasurer to replace Delene who has resigned
 2. Student pen-pal ideas – High School 16 -18 year olds
 3. Fundraising Ideas/Opportunities
 - a.) Survey Gmail address for sharing (donate button has been created)
 - b.) Update on Holiday Market
 4. Future Exchange Ideas – YMCA, dance, rugby
 5. Discuss Promotional Activities/Media Opportunities to help promote PCC events and exchanges.
- 5. Communications:**
- 6. Reports:**
 - a.) Treasurer Report
- 7. New Business:**
- 8. Next Meeting: Next meeting is November 9, 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 2022
- 10. Adjournment**

28 **1) Introduction of New Member: Gregory Kleiner**

29
30 Gregg Kleiner introduced himself and stated that he became interested in this committee because
31 he is German, with both of his sets of grandparents having emigrated from Germany. He was
32 fascinated to learn, when he moved to Keene, that Keene's partner city is in Germany.
33

34 **2) Student Pen-Pal Ideas: High School 16-18 year olds**

35
36 Chair Mitchell stated that he has nothing to report. He asked Ms. Thomas-Smith if there was any
37 news from the middle school about this. Ms. Thomas-Smith replied no.
38

39 **3) Fundraising Ideas/Opportunities**

40 *a) Survey Gmail address for sharing (donate button has been created)*

41
42 Mr. Schoefmann stated that due to preparing for the Taste of Keene event, he did not have time
43 for this. He continued that he will try to do this tomorrow.
44

45 *b) Update on Fundraiser, "Taste of Keene" food and beer festival*

46
47 Chair Mitchell stated that he thinks this was a terrific success. He asked the Mayor to speak to
48 the City's understanding of how this went. Mayor Hansel replied that from the City's
49 perspective he thinks it went about as well as it possibly could have. He continued that he is
50 very appreciative of the Keene Young Professionals Network (KYPN) and the PCC for
51 contributing to the event, and all of the volunteers. He does not know what the total is for what
52 they might have earned, but maybe Councilor Giacomo does.
53

54 Councilor Giacomo stated that from the KYPN's perspective, and virtually everyone's
55 perspective who knew anything about it, it was an overwhelming success. They were hoping for
56 1,000 to 2,000 people and probably it was more than double that number. He continued that the
57 KYPN has not quite finished all the final math; they are trying to make sure they have all of their
58 expenses in order. It looks like the PCC's share of the total ticket sales will be a little over \$500.
59

60 Chair Mitchell stated that it was a very positive experience and it was nice to have all of the
61 committee working together, and that was reflected in the community as well. He continued that
62 there were many happy people and it seemed like everyone was good-natured and had a good
63 time. Councilor Giacomo stated that people have been talking to him about the event and the
64 only brewery booth anyone has mentioned by name is the PCC/Einbecker. Everyone really liked
65 it. Discussion continued about the success of the event. Councilor Giacomo stated that besides
66 the money raised, the event was great exposure for the PCC. Many people do not really know
67 what the Partner City program is, so it was great for them to have faces to connect it with. Mr.
68 Schoefmann agreed, and added that some people were interested and stopped by because they
69 have a German connection of some sort. He continued that it was definitely worthwhile, if only
70 for the PR. Chair Mitchell replied yes, the PR was fully as good as the financial return. It was

71 good to hear how many people already knew about the PCC, but it was also good to spread the
72 word to others who were not aware.

73
74 Councilor Giacomo asked how the raffle went. Mr. Schoefmann replied that they got about \$82
75 from the raffle. He continued that Ms. Mattson has some names and phone numbers and will do
76 follow-up phone calls so winners can accept their prizes. Many people said they did not care
77 about the prizes and just wanted to donate. Ms. Mattson replied that she will not know until she
78 calls them. Dr. White stated that a number of people just donated money, too.

79
80 Chair Mitchell stated that it was a very positive experience. He continued that that is what the
81 old Pumpkin Festival and other fundraisers used to be like – a lot of fun for PCC members to
82 participate, and a lot of fun meeting people from the public and letting them know what the
83 exchange is about. And everyone chips in so the clean-up goes quickly, and they are left looking
84 forward to the next one.

85
86 *c) Holiday Market*

87
88 Chair Mitchell stated that he is not expecting any progress, since they have been so busy with
89 everything else, but he asked if Ms. Brunner had any more thoughts about the holiday market for
90 today. Ms. Brunner replied that they are going to put the holiday market on hold for this year.
91 She continued that she has not talked with Mr. Schoefmann and Dr. White about it yet, but her
92 sense is that it will be on hold. She will be going on maternity leave in about 4 weeks, and the
93 fact that they have not met in the last couple of months means they are probably looking at this
94 as a longer-term idea. But they are all still really excited about it. They will keep this on the
95 back burner.

96
97 **4) Future Exchange Ideas**

98
99 Chair Mitchell stated that he knows there were some rugby players at the beer festival area [at
100 the recent fundraiser], and he thanks Mr. Schoefmann for bringing them. He continued that they
101 were polite and professional and worked hard to help the PCC. If they are representative of who
102 the PCC could send as exchange people, they would be a good face for Keene. They were great
103 people to have around and he is grateful.

104
105 **5) Discuss Promotional Activities/Media Opportunities to Help Promote PCC Events**
106 **and Exchanges**

107
108 Chair Mitchell asked if Ms. Thomas-Smith had any updates. Ms. Thomas-Smith replied not at
109 this time. She continued that they have the calendar as a go-to, if they wanted to look at that
110 again to review opportunities and planning, if that helps guide their future direction.

111
112 Mr. Schoefmann stated that Ms. Brunner got a post out ahead of the event. He continued that he
113 does not know what kind of impact it had, but it was good to be able to do a little outreach on the

114 fly. Ms. Brunner replied that they reached over 600 people with that post. Brief discussion
115 ensued about the sharing of social media posts.

116
117 Dr. White stated that she took a few photos at the event, if that is helpful. Ms. Mattson replied
118 that she took a couple as well that can be shared. She continued that she can try posting a photo
119 on Facebook. Chair Mitchell stated that a photo of Ms. Mattson and Lena Kridlo at the booth
120 went out to Jürgen Herbst and Albert Thormann.

121
122 Ms. Brunner asked if they should announce the raffle winners on Facebook, if the winners are
123 willing to be recognized. Ms. Mattson replied yes, as long as they have accepted the prize and
124 give permission for their names to be shared.

125

126 **6) Communications**

127 **a) Email From Einbeck – Update About Resuming Exchanges**

128

129 Chair Mitchell stated that with the exception of sending the email with the update about the
130 fundraiser and some photographs to Germany, he is not aware of any communications. He asked
131 if Ms. Mattson is. Ms. Mattson replied no, just the email that he forwarded to her, saying that
132 Einbeck wants to put off visits until July 2022. She continued that she put that in the agenda
133 packet for everyone to read.

134

135 **7) Reports**

136 **a) Treasurer Report**

137

138 Dr. White stated that they talked about the numbers earlier. She continued that the “46” account
139 is down \$300, because they used \$300 for the fundraising event purchases. They do not yet have
140 the total amount they brought in from beer sales. Councilor Giacomo replied that the KYPN will
141 have a check going to the PCC this week. He asked if he should bring it to Ms. Mattson. Ms.
142 Mattson replied yes, and she can put it in the account, along with the excess cash and the raffle
143 money. Dr. White stated that in addition, they made \$82 from raffle sales/donations.

144

145 Chair Mitchell asked Councilor Giacomo if the event was positive enough that the city might see
146 another similar event this season. Councilor Giacomo replied not that the KYPN is organizing.
147 He continued that the feeling he got from the folks he talked with is nothing negative happened
148 with the whole event; it was overall an incredibly positive experience. Short of some kind of
149 insane super-spreader event, which is not likely or possible, he thinks they can look forward to
150 other events this season, such as music festivals and the upcoming Juneteenth
151 recognition/celebration. They are currently having many discussions about whether the food
152 festival will happen again next year. They designed it to be a one-time event but its success may
153 mean it happens again. However, they would have to clear a lot more money, because the City
154 comped them many services this year and they would not expect that to continue.

155

156 Mr. Schoefmann made a motion to accept the Treasurer Report. Ms. Thomas-Smith seconded
157 the motion, which passed by unanimous vote.

158

159 **8) New Business**

160

161 Chair Mitchell asked if there was any new business. Hearing none, he moved to the next agenda
162 item.

163

164 **9) Next Meeting is September 14, 2021**

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166 Chair Mitchell stated that the next meeting will be in person. He asked if it will be in the same
167 meeting room it used to be in. Ms. Mattson replied yes, she has it reserved for September 14,
168 2021 at 5:00 PM. Chair Mitchell asked everyone to think about whether 5:00 to 6:00 PM is the
169 appropriate time to be meeting and fits everyone's schedule, of if they need to choose a different
170 time for future meetings.

171

172 **10) More Time:**

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

174

175 Chair Mitchell asked if the Mayor had anything to say about this today. The Mayor replied no, it
176 can wait until they meet in person.

177

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

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180 Chair Mitchell stated that he has no update.

181

182 **c) Planning for Future Exchanges with Einbeck**

183

184 Chair Mitchell stated that he knows Mr. Schoefmann is looking at a few possible exchanges. He
185 asked if anyone else had anything. There was no response.

186

187 Chair Mitchell asked if the group wants to meet in July or August. Councilor Giacomo replied
188 that many of the PCC's agenda items are related to the schools, which means they would not
189 make much progress in the next couple months on those. He continued that they also do not
190 have any fall exchanges planned. He is okay either way, but he does not think the PCC has a lot
191 going on in the summer. Chair Mitchell replied that they will keep their plan to meet in
192 September.

193

194 There being no further business, Chair Mitchell adjourned the meeting at 5:34 PM.

195

196 Respectfully submitted by,
197 Britta Reida, Minute Taker

198

199 Reviewed and edited by,
200 Staff Member(s) Name(s), Title(s)