

City of Keene
New Hampshire

PARTNER CITY COMMITTEE
MEETING MINUTES

Tuesday June 9, 2015 4:30 PM City Hall, Second Floor Conference Room

Members Present

Chair Tom Link
Kathy Frink, Treasurer
Dawn Thomas-Smith
Lilly Hart
John Mitchell
Karen Parsells
Antje Hornbeck

Staff Present

Helen Mattson, Executive Assistant

Members Not Present

Wally Secord
Ken Meola, Police Chief
Irene Davis, Vice Chair

Others Present

Paul Miller, Keene Sentinel

1. Call to Order

Chair Link called the meeting to order at 4:30 PM.

2. Roll Call –Appoint Alternates (if required)

Roll call was conducted.

3. Minutes of Previous Meeting: May 12, 2015

Ms. Thomas Smith made a motion to approve the minutes of May 12, 2015. Ms. Parsells seconded the motion which carried unanimously.

4. Board Business

a) Sharing Community News – media connections – Paul Miller

Chair Link stated that everyone is very positive about this connection. He continued, stating that the focus is to hear Mr. Miller's ideas and what the Committee would like to include in the news. Chair Link stated that Mr. Miller mentioned highlighting individuals in the community as well. Chair Link stated that the reporter for Einbeck sits on the Partner City Committee and is interested in exchanges. He continued, stating that trading news stories was discussed but little detail was given. Chair Link stated that there was some focus on government, art, and culture.

Mr. Miller stated that it may be possible to have a landing page online that is shared with Einbeck. Mr. Miller stated that an editor at the Keene Sentinel went on an exchange some years ago and she still talks about it. He continued, stating that the most important thing is to hear the stories and memories of the people involved. Mr. Miller stated that the actual exchanges will be covered but wondered what the Partner City Committee and the Keene Sentinel can take out of the exchange that has not been covered yet. Mr. Miller stated that it is important to determine what stories will appeal to the largest audience.

Chair Link stated that there are great experiences from the exchange in which friendships were formed and people still stay in touch. Ms. Hornbeck asked Mr. Miller if he gave any thought to the frequency and length of the articles. Mr. Miller stated that those details have not been determined but as long as there are good stories, pieces can be written. Mr. Miller stated that it is difficult to engage people, so the stories must be fresh and new. Ms. Hornbeck stated that many people around Keene do not know that the exchange occurs. She continued, stating that she would like to see a monthly piece with a recognizable logo or crest for people. Ms. Hornbeck stated that it is best to have quality. Mr. Miller stated that there are several million hits on the Keene Sentinel every month and this is the best place to get an audience.

Ms. Hornbeck asked who would design a logo or crest for the Partner City Committee. Mr. Miller stated that he is not sure. Ms. Hornbeck stated that there are limited resources for the Committee. Mr. Miller stated that once a page is created it can be self-feeding. He continued, suggesting recruitment of Keene College students as interns. Mr. Miller stated that this online page can be advertised in print as well. Chair Link stated that it is up to the Committee to determine the content and how it would fit best with the Keene Sentinel. He continued, stating that he has been on the Committee since it began but there are many stories that he cannot remember. Mr. Miller stated that a Board Member can write a piece for the Sunday Voices page to explain the Partner City Committee and call out to people that were involved in the exchange.

Chair Link explained the exchange program occurring this year to Mr. Miller. Mr. Miller stated that there is a lot of opportunity here. He continued, stating that the Committee should pitch any ideas that come to mind. Ms. Thomas-Smith asked what the best writing format will be for the Keene Sentinel. Mr. Miller stated that it depends what the Committee wants to get out of the piece. He continued, stating that anyone can write the piece. Mr. Miller stated that in order to get people to read stories, you must hook them and entertain them with minimal words.

Ms. Parsells asked when the stories can begin. Mr. Miller stated that it can begin as soon as possible. Ms. Hart asked if the delegates should be interviewed. Mr. Miller suggested a reporter go over to Einbeck with the delegates. Ms. Hornbeck asked if the online source from Keene Sentinel will interfere with Facebook content. Chair Link stated that if the Committee can fine tune some of details and work with Mr. Miller then both human interest pieces and historical content can be created. Ms. Parsells asked if the Committee should approve written pieces before it goes to the Keene Sentinel. Ms. Thomas-Smith stated that she would not want to develop into an editorial board and some stories should be first hand experiences. Chair Link stated that if someone wanted to put up a story, there may be some kind of process put in place. He continued, stating that reviewing the stories may be a good idea. Ms. Hornbeck stated that once an open source is created, there may be inappropriate things put up. Chair Link stated that he believes that the Keene Sentinel would most likely monitor it. Ms. Hornbeck stated that the Facebook page could tie in to the online source from Keene Sentinel.

Chair Link suggested putting together a small sub-committee to discuss this item in further detail.

b) Fund Raising Event – Stonewall Farm – Subcommittee’s report

Ms. Parsells stated that she did not go to the last meeting but another meeting will be coming up. Chair Link asked if Committee Members have any concerns with this event on October 4, 2015. He continued, stating that it will be a nice community event. Chair Link stated that the Committee will not raise as much money as past events however. Ms. Frink asked if there is a projection of how many people will attend. Ms. Parsells stated that this is the first time having the event so there are no projections. She continued, stating that the Committee does not have another fundraising event.

Chair Link suggested being conservative with food and if it sells out then that will be it. Mr. Parsells stated that the event will likely attract families. Chair Link stated that having hotdogs and bratwurst would suffice.

Ms. Parsells made a motion to approve \$150 for the Stonewall Farm Fundraising Event. Ms. Frink seconded the motion which carried unanimously.

Ms. Hornbeck suggested further discussion about Partner City Committee promotional material to sell at the event. She continued, stating that this should be put on a future meeting’s agenda.

Ms. Hornbeck made a motion to accept the Stonewall Farm Fundraising event as informational. Ms. Hart seconded the motion which carried unanimously.

c) Police, Fire & Public Works Exchange (*Delegates visiting Einbeck*) – Update

Chair Link stated that there is no update. He continued, stating that there is a new Police Chief who seems to be on board. Chair Link stated that Captain Johnson from the Keene Fire

Department has accepted the exchange invitation. He continued, stating that he will follow up with the Captain. Chair Link stated that he spoke to Administrative Physician, Tim Fisher from the hospital. He continued, stating that he and his wife are interested in the exchange. Chair Link stated that he hopes the hospital will pay for the plane fare. Chair Link stated that the Mayor's wife, Molly is also likely to go. Chair Link stated that the delegates will go over on the October 8, 2015.

Ms. Parsells made a motion to accept the Police, Fire & Public Works Exchange as informational. Ms. Thomas-Smith seconded the motion which carried unanimously.

d) School Exchange – Keene/Einbeck – John

Mr. Mitchell stated that there is very good student participation and only one student needs housing. He continued, stating that an event to welcome Einbeck will occur at Heberton Hall and has been scheduled Monday, October 26, 2015. Mr. Mitchell stated that the Committee is welcome to join. He continued, stating that a farewell event may also occur on November 13, 2015 at Stonewall Farm. Mr. Mitchell stated that a weekend in New York City is planned for November 7-8 2015. He continued, stating that a trip to Portsmouth and Boston are planned as well.

Chair Link asked how the Committee can help. Mr. Mitchell stated that money will be an issue. He continued, stating that help is needed for the two events. Mr. Mitchell stated that he hopes to have a calendar sent to Committee Members by the end of the school year. He continued, stating that meals will be provided from host families and the students will have lunch at the school. Mr. Mitchell stated that the students from Einbeck and Keene are on Facebook and they are making connections. He continued, stating that the two cultures are getting to know each other and the teachers are more behind then the students.

Mr. Mitchell stated that teachers will meet one more time before the end of school. He continued, stating that host families will also be meeting. Ms. Frink stated that she is willing to host someone. Mr. Mitchell stated that there are 10 students and 2 adults coming. Chair Link asked what adults are coming. Mr. Mitchell stated that he does not have the list with him but one is an English teacher. Mr. Mitchell stated that he will not be able to make another Partner City Committee meeting before going over to Germany. He continued, asking if he is able to bring pins over to Germany on his trip. Ms. Mattson stated that she has the pins and will give him a dozen.

Chair Link stated that Mr. Mitchell should feel free to contact the Committee with any questions. Mr. Mitchell stated that there will be great connections made.

Ms. Parsells made a motion to accept the School Exchange as informational. Ms. Hart seconded the motion which carried unanimously.

e) Band exchange – The Mendelssohn School/Keene

Ms. Hornbeck stated that she talked with Mr. Kampa and he is excited for the exchange Ms. Hornbeck stated that the Monadnock Waldorf School and the music teachers are also excited. She continued, stating that the exchange will occur in July 2016 over 10-14 days. Ms. Hornbeck stated that there will be 5-10 students from grades 9-12. She continued, stating that each musical group will practice and a common concert will occur once the grouped are joined. Ms. Hornbeck stated that the Waldorf School in Germany is also being contacted. Ms. Hornbeck stated that Mr. Kampa will contact the Einbeck Town Committee as well to determine logistics. She continued, stating that the in September there will be an informational session for families to determine who is interested. Chair Link asked if Mr. Kampa and the Music Director at the Monadnock Waldorf School will be in contact. Ms. Hornbeck stated that the music directors will be communicating directly in time.

Ms. Thomas-Smith made a motion to accept the Band Exchange as informational. Ms. Hart seconded the motion which carried unanimously.

f) Facebook page – social media – Lilly & Dawn

Ms. Thomas-Smith gave Chair Link the Social Media agreement to sign. Chair Link signed the document and asked Ms. Mattson to create a copy.

Mr. Mitchel made a motion to accept the Facebook page as informational. Ms. Parsells seconded the motion which carried unanimously.

g) Signs for Public awareness of Einbeck/Keene partnership

Chair Link stated that he recalled a basic sign should be created. Ms. Mattson stated that a letter to the Mayor and City Council needs to occur explaining why the Committee wants a sign and where. She continued, stating that she would be willing to draft a letter.

Ms. Hornbeck stated that it is important to see what the Committee wants first before writing a letter. Ms. Mattson asked if anyone can draw up a sign as an attachment to the letter. Ms. Parsells asked how expensive it is to create a sign and if a budget item should be created.

Chair Link stated that he will come to the next meeting with some ideas. Ms. Parsells asked about a banner. Ms. Mattson stated that it is owned by the Downtown group and is labor intensive. She continued, stating that this is done by volunteers. Ms. Thomas-Smith stated that the Committee's choices for sign placement and material may be determined by a future Committee or City Council. Ms. Hart stated that it sounds like the Committee should be open with a few ideas in the letter to the City Council.

Ms. Parsells made a motion to accept the Sign for Public awareness as informational. Ms. Frink seconded the motion which carried out unanimously.

5. Communications:

6. Reports:

7.

a.) Treasurer Report – Kathy Frink

Ms. Frink stated that there is no change in the treasurer report. She continued, stating that the balance is \$16,525.90.

Chair Link stated that the Committee's funds for the year will be determined in the next few weeks. Ms. Parsells asked if the delegate from Einbeck should be postponed due to budgeting restraints. Chair Link stated that he hopes additional fundraising will also occur. He continued, stating that a Christmas CD may be a good idea. Chair Link stated that looking at Mr. Mitchell's needs for the exchange, the Committee should determine how to fund these exchanges without breaking the bank.

Ms. Thomas Smith made a motion to accept the Treasurer Report as informational. Ms. Parsells seconded the motion which carried unanimously.

8. New Business:

Ms. Hart stated that she received a job in Connecticut and this may be the last meeting for some time but she will still be a citizen of Keene. Chair Link stated that he hopes to keep Ms. Hart involved in the Committee.

9. Next Meeting: Next meeting date: July 14, 2015

10. More Time:

11. Adjournment

Ms. Parsells made a motion to adjourn the meeting. Mr. Mitchell seconded the motion which carried unanimously.

The meeting adjourned at 5:50 PM.

Respectfully submitted by:

Lana Bluege, Minute-taker

June 9, 2015