

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

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

**Tuesday February 9, 2016**

**4:30 PM City Hall, Second Floor Conference Room**

**Members Present**

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

**Staff Present**

Helen Mattson, Executive Assistant

**Members Not Present**

John Maclean  
Jay Kahn  
Irene Davis, Vice Chair  
Pam Slack  
Steve Russo

**1. Call to Order**

Chair Link called the meeting to order at 4:36 PM.

**2. Minutes of Previous Meeting: January 12, 2016**

Mr. Mitchell made a motion to accept the minutes of January 12, 2016 with the following corrections. Ms. Thomas-Smith seconded the motion which carried unanimously.

Chair Link stated that on pg. 2 it reads, "Paul Mitchell" and should actually read, "Paul Miller". Ms. Frink stated that on pg. 3, 5<sup>th</sup> paragraph it read, "September 3-October 8" and should instead read, "September 30-October 8."

### **3. Board Business**

#### **a) Sharing Community News – media connections – Antje & Dawn**

Ms. Hornbeck stated that a meeting request was sent and Ms. Thomas-Smith was the only one who responded. Chair Link gave his new email to Ms. Hornbeck. Ms. Hornbeck stated that she will send out a new doodle poll. It was decided that this sub-committee will wait until April and focus on fundraising in the meantime.

#### **b) Fund Raising Event –Saturday, September 17<sup>th</sup>, 2016 at KSC Camp**

Chair Link stated that the date is all set. Ms. Parsells stated concern about the fundraiser and getting people to attend. She noted that the other fundraisers occurred in the downtown area. Chair Link stated that he had concerns with the event as well but if Einbeck alumni and their friends spread the word- there may be a good turnout. Chair Link stated that a sub-committee would be good for this discussion. He noted that it is important to discuss this because if it is not well attended then it will be a waste of time and money.

Ms. Mattson stated that Keene's Fall Festival will occur on October 1<sup>st</sup>. Chair Link stated that he was in attendance for the Public Forum held about a Fall Festival last November and if it gains momentum then it will be a good opportunity to raise money. Chair Link stated that delegates will arrive the day after the Fall Festival. Ms. Frink stated that she was hoping to discuss food options for the event with Ms. Slack. She continued, stating that a caterer is mandatory and questions the amount of money that can be made. Mr. Mitchell is also hesitant on the event due to a lack of experience with this type of fundraising.

Ms. Parsells stated that she had no idea the contract for the college would be so confining. Ms. Thomas-Smith stated that a sub-committee is necessary to discuss the goals of the event. She continued, contemplating if it should be an annual event or promotional and how many people may come. Ms. Thomas-Smith stated that once the list is calculated then the math would work itself out and if it is not possible, then we don't do it.

Ms. Hornbeck stated that she is hesitant to have an event outside of the community and when it is private and invite only. Ms. Thomas-Smith noted that it is important to stay in touch with people that traveled to Einbeck. She continued, stating that keeping in touch could mean a yearly gathering or a newsletter. Ms. Thomas-Smith stated that the Committee needs to broaden the community but keep stakeholders engaged.

Ms. Mattson inquired about how the Choral group was advertised. Chair Link noted that it was mostly word of mouth and was an overwhelming success. Ms. Parsells noted that there was a large amount of press as well. Ms. Thomas-Smith stated that the facilitators put flyers up as well.

#### **c) Delegation Exchange from Einbeck Update-Irene/Tom**

Ms. Mattson stated that Steve Russo sent her a message about the Einbeck police exchange and that children are not coming with delegates to Keene during the visit. Ms. Mattson noted that Mayor Lane offered his spare mini apartment to visitors as well.

A motion was made by Ms. Parsells to accept the Delegation Exchange as informational. Ms. Thomas-Smith seconded the motion which carried unanimously.

**d) School Exchange – Keene/Einbeck Update– John**

Mr. Mitchell stated that deposits have been received by everyone. He continued, stating that Jane Graves will not be going on the trip. Mr. Mitchell stated that Fred Parsells will also be coming to help with the exchange. Chair Link reported to the Committee that Mayor Lane is the Chair of the Keene Academy which provides donations to education institutions to enhance programs. He continued, stating that the Mayor called a special meeting last week and will be donating funds to the Career Center to help with airline tickets to Einbeck. The Keene Academy voted to help students with the funds up to \$10,000.

A motion was made by Ms. Frink to accept the School Exchange item as informational. Ms. Thomas-Smith seconded the motion which carried unanimously.

**e) Facebook page – social media –Dawn**

Ms. Mattson stated that Facebook page has been created, but content is limited. She continued, stating that she needs some direction as to what members would like to see for content on the page, how it should be organized and designed. She noted that Facebook page has not been linked to the city website page yet. Ms. Thomas-Smith stated that she is happy to help with Facebook. Chair Link stated that he has pictures and articles as well.

A motion was made by Ms. Hornbeck to accept the Facebook Page item as informational. Ms. Parsells seconded the motion which carried unanimously.

**4. Communications:**

**a. Letter from Cheshire Career Center**

Mr. Mitchell noted that recently the Cheshire Career Center was offered to run the food stand at an event. Mr. Mitchell noted that the Committee would not have to pay anything and the Cheshire Career Center is interested in a partnership for the event to run the food stand. Mr. Mitchell stated that the event is usually in the beginning of April. Ms. Thomas-Smith asked about food donations. Mr. Mitchell noted that the Committee would have to come up with half of the food. Ms. Parsells asked how much time would be involved. Mr. Mitchell stated that it would be Saturday 8-6 and Sunday 8-2. Chair Link stated that selling food at games etc. can be very profitable. Ms. Parsells asked how many other food vendors will be at the event. Ms. Mattson noted that last year there were only a couple food vendors. Chair Link wondered about how much money was made in past years. Mr. Mitchell did not know.

Chair Link stated concern about the time frame and the event coming up very soon. Ms. Parsells asked if the event is well attended. Mr. Mitchell noted that all proceeds would be split and the Career Center's portion would go into a discretionary fund. Mr. Mitchell stated that he will find out dates, staffing requirements, and profitability in past years. Mr. Mitchell noted that there are tables available on site. Ms. Frink stated that a menu would have to be determined as well.

Ms. Frink noted that the \$50 deposit for the Keene State College Event can be returned within a month of the event. She continued, stating that CNS can get food together very fast. Ms. Thomas-Smith suggested setting up a sub-committee before the next meeting.

Chair Link stated that he would like to be part of the sub-committee. Mr. Mitchell stated that he can have answers to most of the mentioned questions within a few days. He stated that he would send information to Ms. Mattson. Ms. Parsells suggested sending out an email to all members of the Committee to let them know about the date. February 22, 2016 was a mentioned date for a sub-committee meeting.

A motion was made by Ms. Parsells to look into the event further and form a sub-committee to hash out questions and details. Ms. Thomas-Smith seconded the motion which carried unanimously.

## **5. Reports:**

### **a.) Treasurer Report – Kathy Frink.**

Ms. Frink noted that a \$50 deposit was given to Keene State College and a donation was deposited resulting in a \$15,030.71 balance.

## **6. New Business:**

Mr. Wally Secord stated that a soccer trip is being organized for 2017 and is interested in knowing what kind of support there will be in the future for the soccer exchange. Chair Link stated that the Keene Academy may be able to help out in the future if there is an exchange for the high school. Mr. Secord stated that it would be best to go through the school and he will be discussing who will take over the soccer exchange in his place. Chair Link stated that there could be funding available for Keene High School, noting that the Keene Academy is meeting now to give funds by 2017. Mr. Secord stated that funds would not be necessary until 2018 for the exchange here in Keene.

Mr. Secord stated that he will be contacting Volkswagen for donations as well. Chair Link asked Mr. Secord to keep the Committee informed and come to a meeting from time to time for updates.

## **7. Next Meeting: Next meeting date: February 9<sup>th</sup>, 2016**

## **8. More Time:**

**a. Band exchange-Mendelssohn School/Keene**

Ms. Hornbeck stated that this exchange will not be occurring at this time. Chair Link noted that the new band director at Keene High School has had time to settle in and this may be a possibility in the future.

**b. Signs for Public Awareness of Keene/Einbeck Partnership**

Chair Link noted that Mr. Blomquist will be developing a sign for the spring.

**9. Adjournment**

Chair Link adjourned the meeting at 5:38 PM.

Respectfully submitted by:

Lana Bluege, Minute-taker

February 9, 2016