

**ADOPTED**

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

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

**Tuesday, October 10, 2017**

**4:30 PM**

**2nd Floor Conference Room**

**Members Present:**

Irene Davis, Chair  
Pam Russell-Slack, Vice Chair  
Dawn Thomas-Smith  
Kathy Frink  
Karen Parsells  
Frank Richter  
Antje Hornbeck  
John Mitchell (Arrived Late, Left Early)  
Lily Hart (Arrived Late)

**Staff Present:**

Helen Mattson, Staff Liaison

**Members Not Present:**

Will Schoefman  
Dan Brown, Alternate  
Gary Lamoureux, City Councilor  
Steve Russo, Police Chief  
Tom Link

**1. Call to order**

Chair Davis called the meeting to order at 4:32 PM.

**2. Minutes of the previous meeting – September 9, 2017**

Vice Chair Russell-Slack noted a correction to the minutes for September 9, 2017, stating that Mr. Mitchell should not be listed as Vice Chair.

Chair Davis noted that Mr. Link and Mr. Richter should be listed as present at the meeting and Chair Davis should be listed as not present at the meeting.

Vice Chair Russell-Slack made a motion to adopt the minutes of September 9, 2017 as amended. Ms. Thomas-Smith seconded the motion, which carried unanimously.

**3. Board Business**

**a) Fundraising –Fall Festival**

Chair Davis reported that the Fall Festival was held on September 30, 2017 and it was a cold and rainy day. Ms. Thomas-Smith thanked Ms. Parsells and Ms. Frink for all of the prep work for the event. She reported that a lot of people came together and helped get all of the last minute items in place. She noted that the weather did hurt participation and attendance.

Ms. Thomas-Smith reported that the total revenue gained from the event was \$165.00. The chairs and tables donated by the Keene Public Library were returned and the extra food from the event was given to Mr. Mitchell for the Kolivas's BBQ. Ms. Thomas-Smith stated that the event went as well as possible given the weather conditions.

Chair Davis thanked everyone for their help in planning two festivals in such a short amount of time. She stated that there is a lot of effort for minimal return and that the PCC should come up with an alternative plan for fundraising.

Ms. Frink asked Ms. Thomas-Smith what the expense was for the rolls. Ms. Thomas-Smith replied that the cost of the rolls was approximately \$8 and that she would like to donate that amount to the PCC on behalf of her family.

Chair Davis recommended having groups such as the Soccer Team or the Chorale Group assist the PCC with staffing the booth at fundraising events. Ms. Thomas-Smith reported that Sandra Howard as well as a student from the KSC Chorale Group worked the booth at the Fall Festival. In addition, Vice Chair Russell-Slack reported that Mr. Mitchell had a student from the Cheshire Career Center work at the booth.

Ms. Frink made a motion to accept the Fall Fundraising Event report as informational. The motion was seconded by Ms. Parsells, which carried unanimously.

**b) BBS School/Cheshire Career Center-**

Mr. Mitchell reported that the BBS School students were picked up at the airport on Friday, October 6<sup>th</sup> and that it was a terrific experience. He said that the parents of the host students went to pick up the German students and everything went accordingly. Mr. Mitchell stated that they were indebted to the parents who made the trip financially and operationally successful.

He reported that the students visited Gaines Farm on Saturday, October 7<sup>th</sup> to give the students a chance to become acquainted with one another. The Welcome Dinner was held the following day and there were a total of 64 people in attendance. He noted that there was one more person compared to last year. Mr. Mitchell reported that The Pub catered the dinner and they were extremely flexible. He explained that the Cheshire Career Center invited 85 people and The Pub only charged the Cheshire Career Center for the people that were fed. Mr. Mitchell asked that the PCC show appreciation to the owner of The Pub, Kim Ioannou for the accommodations. Ms. Mattson stated that a thank you letter to Ms. Ioannou would be sent on behalf of the PCC.

Mr. Mitchell provided the PCC with a detailed itinerary for the remainder of the visit. He stated that all of the reports received from the Keene High School have been very positive and that things were going very well. Mr. Mitchell said that the BBS students were anxious to visit extra classes. He explained that the BBS students spent the first two days following their host students to give them a feel for what is happening at the KHS.

Mr. Mitchell reminded the PCC of the invitation to the Farewell Dinner on October 20<sup>th</sup> at the Cheshire Career Center at 5:30 PM.

Chair Davis asked how many students from the BBS School attended the exchange. Mr. Mitchell replied that there were 10 students and 2 teachers.

Mr. Mitchell reminded the PCC that there were four students from the Cheshire Career Center that helped work the booth at the Fall Festival. He explained that these students were looking to travel to Germany as well as take part in hosting responsibilities. In addition, he wanted to recognize that Ms. Howard worked the booth as well as a student from the KSC Chorale Group.

Ms. Thomas-Smith asked for an update on the media coverage. Mr. Mitchell reported that Fred Parsells sent him an email about a connection with The Keene Sentinel that he will follow-up on as well as request from The Union Leader. He explained that a reporter from The Union Leader asked if he would be available to discuss the exchange. Ms. Hornbeck and Mr. Mitchell discussed setting up a time to meet to discuss the best way to promote the exchange on social media.

Ms. Parsells made a motion to accept the BBS School/Cheshire Career Center Exchange report as informational. The motion was seconded by Ms. Hornbeck, which carried unanimously.

### **c.) Selling Food at Art in the Park on Labor Day Weekend**

Ms. Parsells stated that Art in the Park would be a great event to seek as a venue for a fundraiser due to the amount of people that attended the event. In addition, she noted that this was an event that was well recognized in the area. Ms. Parsells stated that she was unaware if the Interact Club was the only vendor permitted at the event.

Ms. Parsells said that she was told to contact Carl Jacobs for information that pertained to Art in the Park. She asked if this event was something that the PCC would be interested in pursuing. Chair Davis stated that it would be great to find out if the PCC could be a vendor. In addition, Chair Davis recommended that the PCC find out what festivals the City is planning for the next year. Ms. Mattson stated that she would check in with the Keene Chamber of Commerce as well as the Keene Downtown Group for a list of events.

Chair Davis noted that the Fall Festival was not well advertised and that everything was set-up around Railroad Square. Ms. Mattson stated that there were local bands that played at the Gazebo, Railroad Square and various locations throughout downtown. She noted that due to the

weather, booths were shuffled and that one band had to set-up in the former Phat Stuff location on Main Street.

Ms. Mattson recommended that the PCC keep in mind the use of the former County Courthouse as a potential venue for any PCC events. The PCC would need to contact Chris Coates for any bookings and Mr. Coates would need to be available to open and close the doors for the event.

Vice Chair Ms. Russell-Slack made a motion to accept the Art in the Park report as informational. Ms. Thomas-Smith seconded the motion, which carried unanimously.

#### **d) Soccer Exchange**

Chair Davis reported that Mr. Secord is actively advertising and recruiting 14-16 year old players and that he has formalized an agreement with the Einbeck coach. She explained that in Germany the agreement is very formal and has to be notarized. She noted that Einbeck was also in the process of recruiting their players.

Chair Davis stated that the Keene team would travel to Germany in June at the end of the school year and that the Einbeck team would come to Keene in July of 2019 after the 4<sup>th</sup> of July.

Chair Davis reminded the PCC that there is no funding available for exchange and that the PCC would be hosting the group. She stated that the exchange would consist of 16 players and 4 coaches. Vice Chair Russell-Slack asked how much money the group would be requesting. Chair Davis replied that the budget would be somewhere in the range of \$10K to \$12K. She stated that the group discussed having the exchange focus more on the local attractions in the area rather than traveling to New York City or Berlin, as a cost saving measure.

Vice Chair Russell-Slack asked if there was a way for the team to get a sponsor. Mr. Richter reported that his children were a part of a previous soccer exchange and that their teams were sponsored by Noyes. Chair Davis reminded the PCC that the exchange was a PCC sponsored event. Vice Chair Russell-Slack stated that the soccer group would have to help raise money for the exchange. Chair Davis stated that the hardest part was putting a team together and was grateful to Mr. Secord for taking on the task. Vice Chair Russell-Slack stated that she disagreed and that it was up to the PCC to find a way to raise money to host to the group. Chair Davis stated that it is in the mission of the PCC to have exchanges. In addition, she clarified that the PCC would not have to come up with the money until June of 2019.

Mr. Mitchell asked if there was any thought in sending female players. Chair Davis replied in the affirmative and explained that at this time Einbeck does not have a female team.

Mr. Mitchell made a motion to accept the Soccer Exchange report as informational. The motion was seconded by Ms. Thomas-Smith, which carried unanimously.

#### **e) Discuss Mixed Group Exchange for October 2018**

Chair Davis reported that Einbeck suggested that the mixed group accommodate the Orchestra and Singers Group in 2019 because the Mayor of Einbeck is part of the orchestra. She noted that this exchange would also become a part of the PCC exchange. She explained that she asked the Einbeck delegation how they defined a mixed group. Chair Davis stated that they would like to see the PCC members, the City Council, local business and any other people the PCC saw fit. Chair Davis stated that she asked them to limit the exchange to 10 people and that Einbeck accepted.

Chair Davis reported that the group that is coming for the KSC Chorale Music Exchange consisted of 36 people.

She reminded the PCC that there was an invitation from Einbeck to visit Germany next fall for the Eule Festival. She explained that Keene would be going to Einbeck first and then the Einbeck group would come in 2019 in September. Ms. Frink stated that as a Committee the PCC had to decide the main focus for exchanges. She asked if it was soccer or the student exchange. She stated that she looked at the KSC Chorale budget and noted that they were asking for a little over a quarter of their budget for their 2019 exchange. She stated that she did not know how the PCC got involved in helping them fund this exchange. Chair Davis reiterated that it was the mission of the PCC to promote and help exchanges. Ms. Frink stated that there were other schools that were told that funding was unavailable and that the PCC was only able facilitate contacts in Einbeck. Chair Davis recommended that the PCC go through the Treasurer Report and determine what funding is available for the exchanges. She explained that the PCC must keep in mind that the PCC needs to show that they are promoting exchanges and helping groups. Ms. Frink asked how the KSC Chorale Group became an official exchange. Chair Davis replied that Einbeck asked for the music exchange in writing.

Vice Chair Russell-Slack stated that the PCC could not afford to host an exchange for a 35 person mixed group exchange. Chair Davis replied that it was easier for the PCC to have an agenda planned for 10 people and that it was financially cheaper than just helping with transportation. She noted that the PCC does not have to approve the entire amount for the KSC Music Chorale Exchange.

Vice Chair Russell-Slack said that she did not understand how it would become an official agenda just because the Mayor of Einbeck is part of the orchestra. She asked if the Mayor of Einbeck sent something in writing requesting the exchange. Chair Davis replied that Mr. Thormann submitted the request. Vice Chair Russell-Slack stated that these requests needed to be shared with PCC. Chair Davis explained that Mr. Thormann sent a request via email that the Einbeck Mayor was part of the orchestra and that it would be advantageous if a Keene group visited them for the Eule Festival. She continued explaining that the group that would be hosting the Keene group would be coming to Keene in September with the Mayor of Einbeck.

Chair Davis asked if there were members of the PCC interested in going to Einbeck next fall. There were 2-3 members of the PCC that stated they were interested in traveling to Einbeck next fall. Chair Davis stated that an invitation would need to be extended to Mayor Lane, the City Councilors and a few local businesses.

Chair Davis asked the PCC how they wanted to define a mixed group exchange. She explained that Einbeck was looking to reach out to other groups beyond soccer, choir and schools. The PCC discussed groups that would be of interest to contact.

The PCC further discussed the KSC Music Chorale Exchange. Chair Davis stated that the KSC Chorale Exchange was requesting \$3,084.00 for a charter bus from the airport to Keene, the fee for a walking guide, and shuttles rides. She explained that Ms. Howard provided the PCC with an amount for each item and that the PCC could approve or deny each request.

Chair Davis suggested that the PCC make the mixed group exchange official delegates rather than hosting families. She explained that it was difficult to host a family of four due to agenda planning and associated cost. Mr. Mitchell suggested that the PCC look at the making the exchanges less expensive in order to include families. He stated that he thought it was beneficial to include the families in exchanges. Ms. Hart stated that the mission of the PCC was to host exchanges and not family vacations. Mr. Mitchell stated from his perspective was that there was value in hosting families.

Chair Davis stated that for a mixed group exchange, the PCC would host a maximum of 10 people.

The PCC made the decision to define the mixed group as members of the PCC, City Council, real estate businesses, agricultural groups, restaurants, wineries and microbreweries. In addition, the PCC agreed that in the fall of October 2018 a Keene group would visit Einbeck and then Einbeck will visit Keene in September of 2019 for the KSC Chorale Music Exchange. The PCC agreed that the maximum for a mixed group exchange was a maximum of 10 people.

Vice Chair Russell-Slack made a motion to accept the Mixed Group Exchange report as informational. The motion was seconded by Ms. Frink, which carried unanimously,

**f) Exchange of Community Events-Subcommittee Update**

Ms. Thomas-Smith stated that she would review her notes and provide an update at the next PCC meeting.

**g) Facebook Page Update**

Ms. Thomas-Smith reported that there were a few more followers on the Facebook page. She stated that she posted information about the Music Festival and Fall Festival in advance of the events. In addition, she posted a thank you to C&S and Corner News for their contributions. She requested that the PCC members forward any photos from the events that could be posted to the page. Ms. Hornbeck stated that she would email Ms. Thomas-Smith when she posted information for SAU 29 on social media.

Vice Chair Russell-Slack made a motion to accept the Face Page Update as informational. Ms. Parsells seconded the motion, which carried unanimously.

## **h) Fundraising**

Chair Davis recommended that the PCC form a subcommittee to help come up with new ideas and new ways for fundraising. She stated that the PCC was not getting results with the current fundraisers as compared to the Pumpkin Festival. Vice Chair Russell-Slack suggested the PCC hold a German dinner, for 100 people and sell tickets. She explained that the PCC would need to find a caterer with a bartender, a band and a venue that was a reasonable price. She noted that the venue would need to have enough tables and chairs to accommodate 100 people. In addition, she stated that the caterer would have to be willing to work with a German menu. She noted that she thought the food at the Fire Works event was very good and suggested that the PCC look into this as another option for a fundraiser. Vice Chair Russell-Slack stated that she understood it was not a high profit return at the last event due to the PCC having to pay for the bar tab. She also suggested that the manager of Fireworks attend the next PCC meeting to discuss the event in further detail.

Vice Chair Russell-Slack also suggested sending out the fundraising letter to former members and guests requesting for money donations. She noted that there were specific dates that the letter had to be mailed out by in order for a good response.

Mr. Richter stated that his children participated in a soccer exchange and the players had to write a donation letter to friends and family requesting a donation to fund their trip. He noted that both of his children did not have to pay for their airfare due to the donations received from the letter.

Ms. Thomas-Smith suggested the PCC look into setting up an account for YouCaring that already had an established reach. She explained that the site is similar to GoFundMe and that YouCaring was a way to raise money for a variety of humanitarian causes.

Chair Davis stated that she will share these suggestions with Mr. Secord for the soccer exchange. Mr. Mitchell left the meeting early.

Vice Chair Russell-Slack discussed how the fundraiser dinner would include a German menu, dessert, cash bar and entertainment. She asked the PCC to think about musical groups that would volunteer to perform or charge a reasonable fee. Vice Chair Russell noted that caterers book up fast in September and October and suggested holding the dinner in April or May before graduation. In addition, she recommended that the price of the tickets be around \$50 per ticket. The PCC agreed that the dinner fundraiser was a good idea that should be pursued. Ms. Mattson stated that she would look into the availability of the Michael E.J. Blastos Community Room. Chair Davis stated that she would email Sandra Howard in regards to music for the dinner.

Vice Chair Russell-Slack stated that the PCC would need to fully advertise the event by radio, print and social media to the fullest extent.

Ms. Parsells made a motion that Vice Chair Russell-Slack explore the possibility of a fundraiser dinner and report the information back to the PCC at the next meeting. Ms. Thomas-Smith seconded the motion, which carried unanimously.

**5) Treasurer Report**

Ms. Frink reported that after the Fall Festival, Music Festival and all expenses, the balance between both accounts was \$23,315.41. She suggested that the PCC be more particular about fundraisers and expenses because the PCC had more money coming in for the past two years compared to this year.

Vice Chair Russell-Slack reiterated that the fundraising letter be sent out again and that the letter be mailed out by the next PCC meeting. Ms. Mattson stated that she send the fundraising letter out by the next meeting. In addition, she stated that she would mail out the PCC members list for the PCC to review in case there are any updates.

Vice Chair Russell-Slack made motion that the fundraising letter be sent out before the next PCC meeting. The motion was seconded by Ms. Thomas-Smith, which carried unanimously.

Ms. Parsells made a motion to accept the Treasurer's Report as informational. The motion was seconded by Ms. Thomas-Smith, which carried unanimously.

Ms. Parsells left the meeting early. Chair Davis appointed Mr. Richter to act as a voting member.

Ms. Hart asked that German Conversation be moved to Board Business for the next meeting. The PCC agreed to move Conversational German to Board Business.

**6) Next Meeting**

The next meeting is scheduled for November 14, 2017 at 4:30 PM.

**7) Adjournment**

Hearing no further business, Vice Chair Russell-Slack made a motion to adjourn the meeting at 5:48 PM. The motion was seconded by Ms. Frink, which carried unanimously.

Respectfully submitted by,  
Jennifer Clark, Minute-taker