

05/17/2018

SITE VISIT – RELATING TO THE ABSOLUTE DISCONTINUANCE OF WELLS STREET PARKING LOT AND RETURN OF LAYOUT FOR WELLS STREET

A site visit was held Thursday, May 17, 2018 at 5:30 PM relative to a petition from Kurt Blomquist, Public Works Director of the City of Keene, to consider Resolution R-2018-12, Relative to the Absolute Discontinuance of a Public Way Known as Wells Street Parking lot and Resolution R-2018-13, Relative to the Return of Layout of a Public Right-of-Way Known as Wells Street. Councilors in attendance included: George S. Hansel, Philip M. Jones, Margaret M. Rice, Gary P. Lamoureux, Steven L. Hooper, Robert B. Sutherland, Thomas F. Powers, Mitchell H. Greenwald, David C. Richards, Terry M. Clark, Carl B. Jacobs, and Randy L. Filiault. Mayor Kendall W. Lane and Staff in attendance included the City Attorney, City Manager, Planning Director and the Public Works Director. Councilors Bettina A. Chadbourne, Janis O. Manwaring and Bartolmiej K. Sapeta were absent. The Mayor called the site visit to order at 5:45 PM.

With the aid of a drawing, the Public Works Director reviewed the history of the roads under consideration and described their existing locations as well as the changes made to the area to accommodate the developments of the Wells Street parking garage as well as the adjacent senior housing building. The streets remained designated as public ways in order to protect the municipality from liability claims. Changes to the municipal liability law have occurred negating the need to retain these areas as a public way. The proposed project is necessary in order to accommodate requests for long term parking leases in the parking lot.

The Director answered questions from the City Councilors and members of the public who were in attendance.

As there were no further comments, the Mayor declared the site visit closed at 5:55 PM.

A true record, attest:



Deputy City Clerk

A regular meeting of the Keene City Council was held Thursday, May 17, 2018. The Honorable Mayor Kendall W. Lane called the meeting to order at 7:00 PM. Roll called: Carl B. Jacobs, Thomas F. Powers, Terry M. Clark, Randy L. Filiault, Margaret M. Rice, Robert B. Sutherland, George S. Hansel, Gary P. Lamoureux, Bettina A. Chadbourne Stephen L. Hooper, Philip M. Jones, David C. Richards and Mitchell H. Greenwald were present. Janis O. Manwaring and Bartolmiej K. Sapeta were absent. Councilor Chadbourne led the Pledge of Allegiance. A motion by Councilor Greenwald to accept the minutes from the May 3, 2018 regular meeting was duly seconded. The motion passed with a unanimous vote in favor.

ANNOUNCEMENTS

The Mayor announced that on Tuesday, June 19th at 6:30 PM in Council Chambers, there will be a workshop on Parking Issues and Utilization. On Thursday, June 21st, at 5:30 PM in Council Chambers, there will be a Workplace Harassment Workshop.

PROCLAMATION – BIKE FRIENDLY COMMUNITY

The Mayor presented a proclamation to Keene's Bicycle Mayor, Tiffany Mannion and Drew Bryenton, member of the City's BPPAC Committee, Monadnock Cycling Club, and Monadnock Alliance for Sustainable Transportation. The proclamation identified May of 2018 as Bike Month in the City of Keene and encouraging people to commute to work and engage in recreational bicycling. Ms. Mannion and Mr. Bryenton said a few words to thank the City of Keene for its role in promoting bicycling, and acknowledging that the City received a bronze level award for being a bike friendly community. It was also noted they have a goal of surpassing that award when they reapply in 2019.

PROCLAMATION – PUBLIC WORKS WEEK

The Mayor read a proclamation dedicating the week of May 21st, 2018 as Public Works Week in the City of Keene and presented the proclamation to Public Works Director and EMD, Kurt Blomquist. Mr. Blomquist thanked the Mayor and went on to note that in honor of Public Works Week his Department has organized a Fill-A-Truck food drive event. He went on to provide details regarding how the public can participate and support this worthy cause.

PUBLIC HEARING – RELATING TO THE ABSOLUTE DISCONTINUANCE OF WELLS STREET PARKING LOT AND RETURN OF LAYOUT FOR WELLS STREET

The Mayor opened the public hearing at 7:14 PM. The Notice of Hearing and Certificate of Publication read. Mayor recognized Kurt Blomquist to discuss the discontinuance of Wells Street Parking Lot and the Return of Layout for Wells Street, Resolution R-2018-12 Resolution R-2018-13. Mr. Blomquist went over the timing of the review process noting it will be referred to the Municipal Services, Facilities and Infrastructure Committee for discussion prior to a final vote by the City Council. With the aid of a map of the area, he described the location of Roxbury Street, Church Street and Railroad Street in relation to Wells Street Lot, and further identified the area the city owns and maintains. As background, back in the 1970's, the city was involved in

the purchasing and acquisition of a number of properties between Railroad Street and Roxbury Street for the purpose of facilitating the construction of an elderly housing complex known as the Cleveland Building. As part of that process they discontinued and laid out a number of items. Church Street layout was modified along with laying out a new street known as Roxbury Plaza. At this time the area was laid out as a public way and eventually the Wells Street Parking Lot was constructed on the site. One of the reasons this may have been done is because back at that time the liability laws for municipalities would be more protective if this was laid out as a public way. Today laws have changed and that is no longer a concern. Mr. Blomquist continued the city is interested in the long term lease of parking spaces in Wells Street Parking Garage, ranging anywhere from one year to five years. However, the statutes and common law practice is that you cannot long term lease within the public way, creating a conflict in leasing these spaces on a long term basis with its designation as a public way. What is before the Council this evening for consideration is to discontinue that public way that was designated back in 1976 known as Wells Street but not constructed, and re-laying out Wells Street where it exists today. There is no exchange or loss of property, it is more a legal definition or overlay on the property the city will be relinquishing. It will continue to be city property.

The Mayor invited public comment. There being none, the Mayor closed the public hearing for oral testimony at 7:17 PM. He noted the hearing will remain open for written public comments until Tuesday, May 22, 2018 at 1:00 PM. Written comments must be signed and submitted to the Office of the City Clerk by that date and time to be included in the record.



A true record, attest:

Deputy City Clerk

PUBLIC HEARING – RELATING TO THE FISCAL YEAR 2018-2019 OPERATING BUDGET

The Mayor opened the public hearing at 7:18 PM. The Notice of Hearing and Certificate of Publication read. The Mayor recognized the City Manager. Ms. Dragon stated tonight we present to the City Council and the public the operating budget for 2018-2019, which includes the first year of the fiscal 2019 through 2024 Capital Improvements Program. She went on to reference a Citizens Budget Guide that has also been prepared to summarize and graphically present expenditures and revenues in the budget, noting there are copies available in the room this evening. The Guide also includes a chart to illustrate how much of the overall 2018 tax rate is used to support the school, city, and county budgets. The City has a Fiscal Policy which aims to limit property tax increases to a rolling three year average of the Boston CPI net any expenditure required by law. This calculation is equal to 1.47 % this year. The staff worked diligently to bring forward the proposed budget presented in the printed budget book, which includes a 1.45% increase in general property taxes to fund fiscal 2019 operations. During the budget review at the Finance, Organization and Personnel Committee (FOP), two staff recommended changes not included in the budget book were discussed, which again will be summarized at the next FOP meeting. The first one is related to health insurance. Early in 2018,

the city received a not to exceed quote of a 15.14% increase in premiums, equating to a \$551,000 increase in the operating budget. A request for proposals was completed and a new carrier selected after the budget books were printed. The new plan reduces the budget as presented by a quarter of a million dollars of which \$209,000 is general fund savings. The second item is a proposal that came forward after the printed budget document for a public-private partnership that the Manager noted has her support. Ms. Dragon stated this proposal would add \$25,000 to the budget as a contribution from the city towards a Downtown Coordinator position to be housed at MEDC with the remaining \$25,000 to be funded through contributions from downtown businesses. With these two proposed changes, the 1.45% (or \$368,855) increase in general property taxes to fund fiscal 2019 operations is reduced to \$177,404 representing a .71% increase in comparison to last year's 1.99% increase. The City Manager went on to discuss some notable changes in the budget, including: a complete reorganization of 4th floor Departments at City Hall, which will be combined into one Community Development Department; inclusion of funding for the creation of an Economic Development, Initiatives and Special Projects Director, which had been previously approved by the City Council; and the Library Campus Development Project, which is an increase in the TIFD expenditures by \$249,247. Water and sewer rates include a proposed increase of about 3.09%, or \$37.32 per year for a typical household using 2,700 cubic feet of water. The Manager added that staff revisited the proposed Capital Reserve appropriations and made a \$100,000 reduction in each fund, which differs from the CIP approved by the City Council. Supplemental budget requests were also reviewed and we did not fund \$127,235 of those requests. The city felt this was necessary due to an initial projected increase in the combined utility bill of 6.2% or \$79.68 per year. The final product is a budget we feel reasonably supports the city services provided to residents, accommodates the goals set by the City Council, and includes current labor agreements and other contractual obligations, while also supporting the city's infrastructure program through continued funding of the CIP plan.

Mayor Lane noted that prior to beginning the actual review of the budget and allowing public comment, he wanted to recognize Councilor Clark to speak relative to a proposed amendment he is requesting, noting the public would have the opportunity to speak on the amendment this evening. Councilor Clark explained he was going to propose a motion to add \$40,000 to the City Manager's budget to allow the Manager the additional funding to consider contracting for a Sustainability Officer. As background, in 2004 the City of Keene adopted the Climate Action Plan, which recommended an environmental coordinator position to implement the Plan, and this did not occur at that time. In 2007, City Council adopted the Climate Adaptation Plan, which recommended that in order for the city to successfully implement Keene's Climate Adaptation Planning efforts, that we devise a financial strategy to support creation of Sustainability Coordinator position. Again the position was not created, but did implement staff goals with each Department Head charged to look at the goals of the City in the then Master Plan with the intent to roll them into projects as they were brought forward. In 2010 a new Master Plan was drafted and it too emphasized sustainability as a community goal, and it really made it equal to environmental quality, economic vitality and social equity. Councilor Clark continued while this was all happening the city of Keene started making efforts to reduce greenhouse gas emissions and the report last year showed that we have made good progress through this departmental plan to carry out the goals of sustainability city-wide. But there is much more to be done in the community. In fact, the goals we set for the community were not met at all, and in a couple areas we actually fell behind – particularly transportation. Councilor Clark stated it is time now for the

City Council to take a leadership role in moving the rest of the community along. We've proven we can do the job and now we need to have a point person to go out in community to do the things we've already been doing. Ironically, the report we did was released two years late because we did not have an employee to compile the results. In 2005, 2007 and 2010 the Earth's climate had not heated up enough for us to see the dire need for this type of action, but it has now. The Earth's CO2 level has just surpassed 400 parts per million. The question now is, has the political climate heated up enough in Keene for the City Council to take a leading role. In a few minutes members of the public will speak about how implementing sustainability measures promotes savings that will more than pay for this position, and how reinvestment of those savings can spur economic development. Hundreds of cities and regions across the country have already started to address the changes on the world scene. The United States is far behind on this, and many of the cities and towns right here in New Hampshire are starting to realize this is a top priority. This contract position will give us a seat at the table of other community entities like the School Board, the County, industry, non-profits and other commerce. It will take leadership and that leadership is the City Council.

Councilor Jacobs asked if this issue will be voted on this evening. The Mayor stated it would not be voted on tonight.

The Mayor asked Councilor Clark what the \$40,000 represents. Councilor Clark stated they have done some research on other positions that have been created throughout New England, and this is in-line with what other organizations are paying a part time person with the requisite education and skillset to do the job, as well as the number of hours it will likely require. This is just a starting place; we might not need to spend all of the funds.

Councilor Hansel stated the city staff is very sustainability minded. This appears to be more of an outwardly facing position, focused on the community. There are other organizations working on this effort in the State and asked if we have looked at partnering with other outside agencies that do this all the time.

Councilor Clark responded they will have an internal impact as well assisting Departments with sustainability initiatives, in addition to partnering with outside entities. He mentioned the schools in particular and the joint purchasing initiative that he would like to see taken further than it has gone so far.

The Mayor began to review the various sections of the budget, noting he would give the public time to make comments on each of the Departments and portfolios.

The Mayor started by reviewing the Elected and Appointed Officials section of the budget which includes the Mayor and City Council, as well as outside agency funding. He stated there are a number of entities that received funding through the outside agency funding budget, making up .59% of the total budget. He went on to name some of the agencies that receive funding. This section also includes the City Manager, City Attorney and City Clerk budgets. He asked for comments on this section, noting the Manager's budget is where the part time position Councilor Clark has proposed would be funded from.

Dr. Ann Shedd, 59 Greenwood Avenue, identified herself as the Chair of the newly renamed Energy and Climate Committee. She thanked Councilor Clark for bringing forward the proposed amendment to create new position for Sustainability Coordinator. Dr. Shedd went on to describe the return on investment the city could expect from this position. She noted in her research she found that no two towns were comparable in terms title and scope of duties for this type of position. She noted that the scope of the position also differed depending on the size of the municipality. She went on to provide details about a similar positions in Scarborough, Maine, and South Portland, Maine, both of whom have populations similar to Keene. She noted towns as small as Hartford, Vermont, with a population of 10,000, added an Energy Coordinator position last fall, and in the first seven months of that position they have garnered enough savings for the city to cover the first year's salary for that position. Although she does not have actual numbers regarding return on investment, the implication is that a position integrating the energy savings efforts of the city and the community would likely result in some savings. Dr. Shedd noted within the city a beautiful example of this savings would be the ESCO contract cost avoidance of quarter million dollars per year for the first five years through a combination of measures. There are also other things that communities and regions are doing that we could have this position look into such as aggregate energy purchasing to create a net savings for those participating. Another promising realm this position could investigate would be the potential for renewable energy generation combine with energy storage to shave off the expense of peak demand, which can account for as much as 40% of the energy costs for commercial energy consumers. She described other places that have done this and realized significant savings. Integration across city Departments would also be valuable. With all those potential savings on the municipal side and the community side, there is potential savings, economic development and job creation opportunities. NH sends 6 billion dollars out of state for energy purchases. A more sustainable energy system also results in more predictable, stable pricing resisting some of the disruptions of supply and pricing fluctuations as well as the disruptions of unexpected extreme weather events. This would be particularly critical for our emergency services personnel and out health services. The adaptation and resilience piece of this work cannot be forgotten, which is vital to develop and implement infrastructure measures to improve our community's resilience in the face of those increased risks has clear health benefits and economic benefits. After Hurricane Irene as many as 20% of small businesses in Vermont never reopened after those events. Some anticipatory investment in energy and infrastructure might keep some of our local businesses open when they might otherwise close. The health and safety of our residents would benefit by someone reaching out to coordinate greater transitions to local, renewable energy and energy efficiencies. The City of Nashua is about to launch a solarize and weatherize campaign for its citizens where it is functioning to negotiate with contractors to provide installations of solar and efficiency measures, and the more citizens that sign up the greater the discounts received. There is great potential here to move the city and our citizens to a more sustainable future.

Peter Hansel, 61 Bradford Road, identified himself as the Co-Chair of the Energy and Climate Committee. Mr. Hansel explained he is also involved on the steering committee of the Monadnock Alliance for Sustainable Transportation. He continued Tiffany Mannion, our Bicycle Mayor, has been working with the Alliance to try to find more sustainable transportation in our area. As a committee member of the Energy and Climate Committee, they have been tasked with creating a plan for the next phase of what will happen in Keene in terms of energy and sustainability. The municipal sector of the city has done a magnificent job reducing greenhouse

gas emissions, but the rest of community needs to do more. One thing that's important to note is that a lot of that energy use in the whole community comes from transportation. Half of our energy is being generated from that source. Mr. Hansel pointed out that he read today in The Business Journal that the NH Department of Environmental Services has announced its role as a state campaign partner in an historic initiative between the states auto makers to increase electric car use throughout region. According to the press release, states and auto makers are working together toward a sustainable future with more battery electric vehicles, fuel cell electric vehicles on the roads, and more infrastructure support in place. Our whole transportation system is going to rapidly change over the next 10 to 20 years. As a community we need to be on top of this and hopefully lead some of that change. Having a city employee charged with helping us to navigate that change is very important. Mr. Hansel continued a year ago this City council endorsed the Paris Climate Accord trying to meet the goals the rest of the world is trying to meet. We are just one little city, but we all need to do our part to meet the very important goals set forth in that Accord. If we do not give it the importance it needs we will fall behind, and part of that is dedicating a position to look into climate and energy issues for the future. Mr. Hansel continued that he wanted to note what other resources are out there. He reiterated he is on two volunteer organizations that are focusing on this problem. These organizations rely on volunteers and public organizations like the City of Keene who support the Energy and Climate Committee. The MAST group he is on relies on the Southwest Regional Planning Commission to provide the in-house staff support needed to allow them to do their jobs. There are other resources out there to marshal, and both the committees Ms. Hansel serves on, have tried to leverage them as best they can. There was discussion about this being a shared position that might involve other communities, the school district, the university system, as well as businesses that may not have a sustainability officer at their disposal. The person in this position could work with companies like his to try to attain common goals. He sees this person as trying to help spur the economic development of our community in becoming a partner with other organizations as mentioned. Another important point is that are we are trying to attract and maintain a younger workforce. Having a commitment from the city in the form of sustainability, will attract and maintain young people looking for a place to put down their roots. Millennials want to work in a place they feel good about, it is not just about the salary they are paid. It is about what the community stands for. Keene has developed a wonderful reputation around the country in this respect, but we need to maintain that position and continue to attract young people to the area. Creating this position is an important part of that.

Lawrence Dachowski, 41 Fairview Street, stated he too supports the proposal for an energy coordinator. He is currently serving an alternate on Energy and Climate Committee. Marvelous place to live we have a really fine civil service. The department heads and employees do a terrific job but they are busy and have their own jobs to do. We need someone who will have an overall perspective on energy and climate issues so we can do even better in this regard. He strongly urged the Council to support this request. It is important not just now, but what we decide today will affect the future as well.

Nancy Gillard, 72 Reservoir Street, spoke in favor of the sustainability coordinator and thanked Councilor Clark for bringing this forward. She appreciates the Energy and Climate Committee and the work they have done. She would like to see this included as part of the budget, and appreciates all city has done to be a model by being forward thinking in implementing renewable

energy and sustainable practices. Now we need to take this a step further and this position will help to bring people together collaboratively to engage others in this initiative to conserve our resources and push us towards a more sustainable future. Ms. Gillard continued she would like to see more collaboration occur between the City, the schools and Keene State College as was mentioned by Councilor Clark in his comments. She sees this position as an opportunity for someone to promote this and move it forward through things like educational outreach, partnerships and ways to work together. She ended she believes this will ultimately save us all money and be good for the environment in addition to having the health benefits that were already mentioned. Having this paid staff person specifically focused on sustainable practices and initiatives and conservation of all resources has both economic and environmental benefits. She ended by urging Council to support the creation of this position.

Caroline Jones, 14 Monadnock Street, spoke in favor of the sustainability coordinator. She thanked Councilor Clark and noted she is thankful for all that the city has done in the past and for planning for the future to make our city more sustainable. She encouraged this be included in the budget. Ms. Jones commented this will move us into the future. She has lived here off and on since she was 17 years old and loves Keene. Ms. Gillard stated there will be economic value to the city and encouraged the Council's support.

Dee Robbins, 11 Hancock Street, spoke in favor of the sustainability coordinator. She stated she was prompted to come tonight and speak in part because of what of all the alternatives and best solutions, having someone designated and paid to go forward without relying solely on volunteers makes the most sense based on the need to swift action and proper care. Ms. Robbins went on to read a paragraph from a report in the 5th edition published in March 2018 produced by the Physicians of Social Responsibility and The Concerned Health Professional of New York as follows: All together findings to date from scientific, medical and journalistic investigations combine to demonstrate that fracking poses significant threats to air, water, health, public safety, climate stability, seismic stability, community cohesion, and long-term economic vitality. Emerging data from a rapidly expanding body of evidence continue to reveal a plethora of recurring problems and harms that cannot be sufficiently averted through regulatory frameworks. There is no evidence that fracking can operate without threatening public health directly or without imperiling climate stability upon which public health depends. It is not just about the public health of this community, but also the communities in which fracking is happening. There are communities in NH that the pipeline infrastructure will go through that brings natural gas to Keene and the seacoast to be exported to other countries. Ms. Robbins ended that there are some important regional decisions coming up in November about Liberty Utilities ramping up their natural gas facilities in Keene and the ramifications will need to be considered. It seems unconscionable that we would rely on volunteers for this role. She urged the Council to support this position.

The Mayor went on to review the Administrative Services Portfolio segment of the budget, including the City Assessor, Finance, Human Resources, and the IT Department. No public comments on this section.

The Mayor reviewed the Community Services segment of the budget which includes the Fire Department, Library, Parks and Recreation and the Police Department. No public comments on this section.

The Mayor reviewed the Municipal Services segment which includes the Airport, Planning Department and Public Works. No public comments on this section.

The Mayor then went over the city's various funds, starting with the Parking Fund, which is responsible for providing adequate parking in the City of Keene and maintaining the parking areas. No public comments on this section.

Next he reviewed the PC Replacement Fund which is an IT Department fund used for replacement of our computers. No public comments on this section.

The Mayor went on to review the Solid Waste Fund which is responsible for disposing and managing community's solid waste in an efficient, economical and environmentally sensitive manner. He also reviewed the Sewer Fund which is responsible for maintenance, collection and treatment of city sewage. The Mayor reviewed the Water Fund as well, which is responsible for providing quality drinking water to the community and adequate water pressure. Finally, the Mayor reviewed the Equipment Fund which is for vehicles operated by the City. No public comments on these sections.

The Mayor asked for general comments or questions. There being none, the Mayor closed the public hearing for oral testimony at 8:08 PM. He noted the hearing will remain open for written public comments until Tuesday, May 22, 2018 at 1:00 PM. Written comments must be signed and submitted to the Office of the City Clerk by that date and time to be included in the record.



A true record, attest:

Deputy City Clerk

PRESENTATION – MARKETING AND COMMUNICATIONS PLAN

The Mayor recognized IT Director Rebecca Landry to introduce the presenters. Ms. Landry introduced Madison Lamothe and Lillian Sawyer who are recent graduates of Keene State College. Ms. Landry stated that Ms. Lamothe and Ms. Sawyer were generous enough to volunteer their services over their last five weeks of time here in Keene putting together a Marketing and Communications Plan for the city of Keene.

Ms. Sawyer began the presentation by explaining that they created the plan they will be presenting over the last several weeks, and the purpose of this plan was to make recommendations to the city of Keene to reclaim its identity through branding and to further develop the local economy. She continued as self-explanatory as those items are, rebranding and honing in on what people think of Keene when the name comes to mind is paramount. This

means both the negative and positive aspects. Knowing the negative connotations allows for these concerns to be dispelled and defused whether they are true or not. Relative to economic development, they wanted to focus on the perception of what people considered the economic state of the city – relative to how local business owners and those considering Keene for their business may perceive the economic climate in terms of working with the city, etc. They wanted to highlight the fact that the rewrite of the zoning code was going to be very helpful because it will make the city a more accessible place for people and businesses to communicate with the city and for the city to meet the expectations of new businesses.

Ms. Lamothe described their approach to the project. She explained that they did research on successful communication and marketing plans in other communities of similar size to help them establish a solid structure for this plan. They also held several interviews with city staff members and conducted an internal SWOT Analysis with each departmental group, and through that they found there are two primary target audiences that are strengths that Keene can capitalize on – families and businesses. Things that Keene can offer families include: stability, dependability, a great environment to start and raise a family, ample childcare and education options, and our unique location close to Boston from the White Mountains and the seacoast providing many leisure and vacation opportunities. For businesses Keene can offer amenities like the Airport, proximity to multiple higher educational institutions for recruitment of young professionals, and a stable economy that isn't necessarily affected by economic highs and lows.

Ms. Sawyer went on to discuss their short, mid and long term recommendations related to families. It was noted in meeting with city personnel that Keene is very attractive to families. After reviewing the information collected in the SWOT Analysis the recommendations that came out of that included in the short term: sharing family centered posts via social media outlets that hone in on identified strengths of the community like safety, education systems, etc. Near term goals included: attendance and engagement of staff in school and community events to promote department services and speak to citizens face to face to strengthen the cohesiveness between government and the community, and create an easily accessible webpage providing real information on property taxes. There is a perception that property taxes are very high in Keene. Making information about where tax money goes and having a visual representation on how their money is being spent is important. Long range recommendations include: radio and television promotions for regional broadcast that highlighting Keene's amenities like Main Street, shopping centers, schools, etc. that emphasize the good family life available in Keene. Additional long range recommendations would be to produce and circulate promotional documents that introduce city departments, and recognize important accolades and services in order to promote what we have to offer.

Ms. Lamothe discussed their short, mid and long range recommendations related to businesses. She stated in the short term the city could identify airport resources that would be attractive to businesses, as well as communicating recent business successes to make existing businesses feel we have a better relationship with them and also attract new businesses by demonstrating they can be successful here. A near term goal would be to market the resources that are available here like the airport, as well as partnering with educational facilities on joint marketing and communications projects. Long term goals would be to consider charter flights at the airport for

short distance trips, and the planning of an annual event to spread awareness about Keene businesses and engage current stakeholders and prospective businesses.

Ms. Sawyer went on to discuss short, near and long term objectives regarding identity control, noting when people think about Keene, search online for Keene or talk about Keene there are things we would want to be considered characteristics inherent to our city. Short term goals in this regard would include conducting a city employee and residential survey that captures what Keene is and is not. This would essentially be a SWOT Analysis conducted on a much broader level distributed to everyone including business owners, their employees, residents, etc. This would serve to directly address misconceptions about doing business with the city. This would allow us to address complaints and mitigate negative word of mouth. Near term goals would be to advertise city programs that are little known or under-utilized, and improve communication between city departments and educate employees on all services available to the public. In terms of long term goals, Ms. Sawyer suggested engaging in opportunities to network with local businesses and educational institutions to strengthen those relationships to make the community a better more efficient place.

Ms. Lamothe spoke about some tools and techniques they are recommending to the city. In the short term that would include to hold some regular internal social media and communications meetings. Making this a more regular occurrence could provide for more consistency in communication and ensure everyone is always on the same page. Another recommendation is to advance the city's online relationship with the public and make it more interactive in terms of photo contests or geo-filters, things that make people feel like they are part of the city. Near term would be, while still maintaining specific department logos, the city could design a cohesive logo that all city departments could use, as well as training city staff to empower the staff in brand responsibility and brand awareness for the city. In the long term the recommendations would include to start using analytics as a tool to attract the consumers we are looking to attract to Keene, and to make a business-only page separate from the city website to make information more easily accessible.

Ms. Sawyer went on to go over some of the most common themes that came up during their SWOT Analysis. Strengths that resonated among respondents included the relationship between the city and Keene State College, our great downtown and Main Street, the desirability of Keene as a place to start and raise a family, city services including safety and parks and recreation, outdoor activities, sustainability, the airport, and local anchors like the Colonial Theatre. Ms. Lamothe went over some of the weaknesses that were recurrent in the discussion such as the perception of public safety (whether accurate or not), the perception that regulations in Keene area archaic or cumbersome, the perception that Keene taxes are high without understanding what those funds are used for, and the relative isolation of the area.

Ms. Lamothe spoke more about creating even stronger connections with entities like Keene State. Ways to attract young professionals, etc. Emphasis on more use of the airport as an economic driver, and more digital communication were also identified as priorities, with less focus on paper circulars. Ms. Sawyer added to that by saying the threat of people moving out of the area is a big concern, such as high school and college graduates moving away or residents

moving to outside towns where property taxes are lower. In addition the conception that Keene city codes are not business friendly and the need for more digital communication.

The Mayor asked the Council members if they had questions for Ms. Lamothe and Ms. Sawyer. Councilor Hansel asked who they interviewed for their SWOT Analysis, specifically was anyone from outside Keene interviewed. Ms. Lamothe noted it was mostly city department heads, many of whom do not live in Keene.

Councilor Jones noted the presenters had used the anagram SWOT and explained its meaning: strengths, weaknesses, opportunities and threats. He noted he wanted to make that clear so the public would know what it meant.

The City Manager took a moment to thank Ms. Sawyer and Ms. Lamothe for all their work and efforts in creating a marketing and communications plan for the city.

CONFIRMATIONS

A motion was made by Councilor Greenwald and duly seconded to confirm the following nominations: Christopher Coates to serve as a regular member of the Keene Housing Authority with a term to expire December 31, 2022 and Erin Benik to serve as a regular member of the Heritage Commission, with a term to expire December 31, 2018. On a roll call vote, with 13 Councilors present and voting in favor the nominations were confirmed. Councilors Manwaring and Sapeta were absent.

NOMINATION

The following nomination was received from the Mayor: Brian W. Johnson to serve as a regular member of the Airport Development and Marketing Committee, with a term to expire December 31, 2020. The nomination was tabled until the next regular meeting.

COMMUNICATION – DR. ANN SHEDD – IN SUPPORT OF AMENDMENT TO OPERATING BUDGET – PART TIME POSITION – ENERGY & SUSTAINABILITY MANAGER

A communication was received from Dr. Ann Shedd, Chair of the Energy and Climate Committee, registering support for the creation of an Energy and Sustainability Manager position to be funded in the FY 19 operating budget. The communication was filed as informational.

COMMUNICATION – COUNCILOR CLARK – PROPOSED AMENDMENT TO OPERATING BUDGET – CONTRACT FOR SUSTAINABILITY MANAGER

A communication was received from Councilor Clark giving notice of his intent to offer an amendment to the FY 19 operating budget that would fund a contract position for Sustainability Manager. The communication was referred to the Finance, Organization and Personnel Committee.

PLD REPORT – KEENE SWAMPBATS – REQUEST TO DISCHARGE FIREWORKS

Planning, Licenses and Development Committee report read recommending the Keene Swamp Bats be granted permission for the discharge of display fireworks on the following dates: Saturday, June 16th and Tuesday, July 3rd , 2018 on Alumni Field at no later than 10:00 PM subject to the customary licensing requirements of the City Council; submittal of a signed letter of permission from SAU 29 for use of their property; and obtainment of a Class B fireworks permit for each display date. In addition, the petitioner agrees to comply with all recommendations of City staff. This permission is conditional upon the Petitioner absorbing the charges for any City services provided for the June 16th display. The Petitioner agrees to absorb the cost of any City services over and above any amount of City funding allocated in the FY 19 Community Events Budget for the July 3rd display. Said payment shall be made within 30-days of the date of invoicing. A motion by Councilor Richards to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

PLD REPORT – KEENE LIONS CLUB – REQUEST TO USE CITY PROPERTY

Planning, Licenses and Development Committee report read recommending the City Council grant permission to the Keene Lions Club to use City property on June 16, 2018, to conduct the Annual Great Ashuelot River Duck Race, and permission to use a bay at the Public Works Garage to sort and count ducks on a date to be determined with City staff, use of a City loader and operator to dump the ducks, and subject to the following conditions: subject to the customary licensing requirements of the City Council, and compliance with any requirements of City staff. In the event of inclement weather, the event may be postponed to a future date to be determined in conjunction with City staff. A motion by Councilor Richards to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

PLD REPORT – THE MAGICAL HISTORY TOUR – REQUEST TO ENDORSE THE 2019 WALLDOGS MURAL FESTIVAL AND USE OF CITY PROPERTY

Planning, Licenses and Development Committee report read recommending the City Council wholeheartedly endorse the Magical History Tour efforts to coordinate the 2019 Walldogs Mural Festival to be held in downtown Keene from June 20 through June 23, 2019. The Petitioner agrees to return with further details relative to the use of City property as their plans are solidified. A motion by Councilor Richards to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

PLD REPORT – REQUEST TO USE CITY PROPERTY – MAIN STREET BLOCK PARTY

Planning, Licenses and Development Committee report read recommending that Good Fortune be granted permission to use downtown city property to host the Good Fortune Block Party on Saturday, June 2, 2018 from 10:00 AM to 5:00 PM, including the closure of two lanes of traffic on Main Street on the northbound side from Eagle Court to Cypress Street. A rain date of June 9, 2018 has been identified in the event of inclement weather. Said permission is granted subject to the customary licensing requirements of the City Council; obtainment of any necessary

licenses or permits; and compliance with any recommendations of City staff. In addition, the Petitioner agrees to absorb the cost of any City services provided. A motion by Councilor Richards to carry out the intent of the report was duly seconded. The motion passed with 12 voting in favor and Councilor Sutherland opposed.

FOP REPORT – ACCEPTANCE OF A DONATION – PICKLE BALL COURTS – PARKS, RECREATION AND FACILITIES DEPARTMENT

Finance, Organization and Personnel Committee report read recommending the City Manager do all things necessary to accept a donation from the Keene Lions Club for \$15,900.00 for pickle ball courts located behind the Jonathan Daniels School. A motion by Councilor Greenwald to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

FOP REPORT – BANNER SPONSORSHIP UPDATE – PARKS, RECREATION AND FACILITIES DEPARTMENT

Finance, Organization and Personnel Committee report read recommending acceptance of this item as informational. The Chair filed the report into the record as informational.

FOP REPORT – LEASE AGREEMENT – SENATOR SHAHEEN – PARKS, RECREATION AND FACILITIES DEPARTMENT

Finance, Organization and Personnel Committee report read recommending that the City Manager be authorized to execute a lease agreement with United States Senator Jeanne Shaheen for the office space located at 12 Gilbo Avenue. A motion by Councilor Greenwald to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

FOP REPORT – RE-ALLOCATION OF FY 18 CIP FUNDS TO CITY OF KEENE LAND USE CODE UPDATE

Finance, Organization and Personnel Committee report read recommending that City Council re-allocate \$30,000 appropriated in the FY18 Capital Improvement Program for the Downtown Revitalization Study to the Land Use Code Update. A motion by Councilor Greenwald to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

FOP REPORT – PUBLIC WORKS FILL-A-TRUCK PROJECT – FOOD DONATIONS

Finance, Organization and Personnel Committee report read recommending the City Manager be authorized to do all things necessary to solicit and accept donations for the Public Works Department “Fill a Public Works Truck” campaign to celebrate National Public Works Week 2018. A motion by Councilor Greenwald to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

FOP REPORT – ROSE LANE CHANGE ORDER – LOURIERO ENGINEERING

Finance, Organization and Personnel Committee report read recommending the City Manager be authorized to do all things necessary to execute change order 4 with Loureiro Engineering for an amount not to exceed \$9,818 for Contract 04-16-04. A motion by Councilor Greenwald to carry out the intent of the report was duly seconded. The motion passed with a unanimous vote in favor.

CITY MANAGER COMMENTS

The City Manager stated she had a couple updates for the Council. On May 15th she attended a ground breaking ceremony held by the Historical Society for the Bruder House Project. One of the things they are interested in doing is to create a welcome center at that facility for both Keene and the region. This is something we have been talking about as well, and the timing is perfect for us to collaborate on that effort. She continued that also on May 15th she attended a meeting at Keene State College held by the New Hampshire High Tech Counsel, an event focused on work force development around technology, design, and the life sciences industry. They were focused on discussing how to make a connection to the life sciences field from the College not only here but across the state, similar to the conversation we are having about mapping out the needs and what is coming out of our school systems. This is another very timely topic.

MEMORANDUM – ASSISTANT CITY MANAGER/HUMAN RESOURCES DIRECTOR AND ORDINANCE O-2018-08 RELATING TO CLASS ALLOCATION AND SALARY SCHEDULE

A memorandum was received from the Assistant City Manager/Human Resources Director along with Ordinance O-2018-08. The memorandum was filed into the record. Ordinance O-2018-08 was referred to the Finance, Organization and Personnel Committee.

PLD REPORT AND ORDINANCE O-2018-02-A RELATING TO CHAPTER 102 ZONING CODE ARTICLE VIII SIGN REGULATIONS

Planning, Licenses and Development Committee report read recommending the adoption of Ordinance O-2018-02-A Relating to Chapter 102 Zoning Code Article VIII Sign Regulations. The report was filed into the record. Ordinance O-2018-02-A was read for the second time. A motion by Councilor Richards for adoption of the Ordinance was duly seconded. On a roll call vote, 13 Councilors were present and voting in favor. Councilors Manwaring and Sapeta were absent. Ordinance O-2018-02-A declared adopted.

MEMORANDUM – FINANCE DIRECTOR AND RESOLUTIONS: R-2018-08 RELATING TO APPROPRIATION OF FUNDS FOR THE GOOSE POND DAM IMPROVEMENT PROJECTS; R-2018-09 RELATING TO APPROPRIATION OF FUNDS FOR THE WINCHESTER STREET BY-PASS PROJECT; R-2018-10 RELATING TO APPROPRIATION OF FUNDS FOR THE CONSOLIDATED INFRASTRUCTURE PROJECT; & R-2018-08 RELATING TO APPROPRIATION OF FUNDS FOR THE MARTELL COURT HEADWORKS REPLACEMENT PROJECT

05/17/2018

A memorandum was received from the Finance Director along with Resolutions R-2018-08, R-2018-09, R-2018-10, and R-2018-11. The memorandum was filed into the record. Resolutions R-2018-08, R-2018-09, R-2018-10, and R-2018-11 were referred to the Finance, Organization and Personnel Committee.

MEMORANDUM – PUBLIC WORKS DIRECTOR/EMD AND RESOLUTION R-2018-19 RELATING TO THE ACCEPTANCE OF LED STREET LIGHT PROGRAM REBATE AND USE OF FUNDS FOR DOWNTOWN CROSSWALK AND LIGHTING REPAIRS AND IMPROVEMENTS

A memorandum was received from the Public Works Director/EMD along with Resolution R-2018-19. The memorandum was filed into the record. Resolution R-2018-19 was referred to the Finance, Organization and Personnel Committee.

FOP REPORT AND RESOLUTION R-2018-15 RELATING TO GILBO EAST PARKING LOT IMPROVEMENTS

Finance, Organization and Personnel Committee report read recommending the adoption of Resolution R-2018-15 Relating to Gilbo East Parking Lot Improvements. The report was filed into the record. Resolution R-2018-15 was read for the second time. A motion by Councilor Richards for adoption of the Resolution was duly seconded. On showing of hands, 13 Councilors were present and voting in favor. Councilors Manwaring and Sapeta were absent. Resolution R-2018-15 declared adopted.

MEMORANDUM – FINANCE DIRECTOR AND RESOLUTION R-2018-18 RELATING TO AN APPROPRIATION FOR MAIN STREET CROSSWALK IMPROVEMENTS

A memorandum was received from the Finance Director along with Resolution R-2018-18. The memorandum was filed into the record. Resolution R-2018-18 was referred by the Chair to the Finance, Organization and Personnel Committee.

ADJOURNMENT

At 8:55 PM, there being no further business, the Mayor adjourned the meeting.

A true record, attest:



Deputy City Clerk