

City of Keene
New Hampshire

PARTNER CITY COMMITTEE
MEETING MINUTES

Tuesday, May 11, 2021

5:00 PM

Remote Meeting via Zoom

Members Present:

John Mitchell, Chair
William Schoefmann, Vice Chair (left at 5:34 PM)
Mayor George Hansel
Councilor Michael Giacomo
Dawn Thomas-Smith
Mari Brunner
Dr. Delene White

Staff Present:

Helen Mattson, Executive Assistant

Members Not Present:

Lena Kridlo
Kürt Blomquist, Ex-Officio

1) Call to Order

Chair Mitchell read a prepared statement explaining how the Emergency Order #12, pursuant to Executive Order #2020-04 issued by the Governor of New Hampshire, waives certain provisions of RSA 91-A (which regulates the operation of public body meetings) during the declared COVID-19 State of Emergency. He called the meeting to order at 5:03 PM.

2) Roll Call – appoint alternates (if required)

Roll call was conducted.

3) Minutes of the Previous Meeting – April 13, 2021

Mr. Schoefmann made a motion to accept the meeting minutes of April 13, 2021. Mayor Hansel seconded the motion, which passed by unanimous vote.

4) Board Business

A) Student Pen-pal Ideas – High School 16-18 year olds

Chair Mitchell stated that he has had no communications about this and thus has no news.

B) Fundraising Ideas/Opportunities

i) *Survey with Donate Button*

Chair Mitchell asked if Ms. Mattson or Mr. Schoefmann could speak to this. Mr. Schoefmann replied that he dropped the ball on creating a Gmail account for the PCC. He continued that once he gets that up and going, the survey should be good to go.

Ms. Thomas-Smith stated that she was not at last month's meeting but she read the minutes, and saw that there was a question about whether she had recreated a survey. She continued that she did not recreate it, she was just giving feedback/input on the survey that she believes Dr. White created.

Ms. Brunner stated that she passed the Google survey she made on to Mr. Schoefmann. She continued that she does not know if there are further changes they need to make to it. She is happy to make edits if needed.

Ms. Mattson stated that she recreated it in a Google document so they could make edits to it, thinking she could just circulate it, but that turned out to not be a possibility, without having the email account set up. She continued that she has the edits that Ms. Thomas-Smith suggested, but she has not made them yet, because she wanted to be able to share it with everyone.

Mr. Schoefmann stated that he will get the email account set up by the end of the week, and give Ms. Thomas-Smith and Ms. Mattson access to it.

Chair Mitchell asked if there is any concern with the donate button. Ms. Mattson replied no, it is all ready to go, and it is linked The Partner City landing page on the website through the Finance Department. he receives an email whenever someone makes a donation. Chair Mitchell asked if they are confident that the PCC will get that money from the City. Ms. Mattson replied yes, definitely; the City keeps good track of every penny.

ii) *Food Festival Fundraising Opportunity*

Mr. Schoefmann stated that Ms. Mattson sent out a sheet that he put together to show where they are at, and details based on some rough estimates for what a flat of the Einbecker beer is likely to cost. He continued that Brewtopia estimates they should aim for 150 servings. He explained the cost estimates for the beer, raffle license, and petty cash for the raffle. He continued that the total expenditure would be about \$300. Chair Mitchell has some Einbeck items he is willing to donate to the raffle. He will email the PCC a "Sign Up Genius" link so they can sign up to volunteer at this event. Four or five people are needed to volunteer.

Mr. Schoefmann continued that volunteers who will be pouring the beer need to take a one-time online training in order to get a license to pour, and that training is \$30 to \$35. The document has instructions on how to sign up. Ms. Mattson replied that she found a training that is free. Mr. Schoefmann stated that Hannah Grimes Center has taken out the liquor license for the event. Councilor Giacomo replied yes, because you have to be a non-profit in order to hold a liquor license for a one-day event.

Ms. Mattson asked how much they should charge for the raffle tickets. She continued that to get the raffle license, she has to list exactly how many items and what they are, and how many tickets they have, and the amount of the donation requested for each raffle ticket. Discussion ensued. The group decided on 1 for \$1, 6 for \$5.

Mr. Schoefmann stated that if anyone has items to donate to the raffle, they can send that information to Ms. Mattson. Discussion continued about raffle items. Ms. Mattson asked for people to email her to let her know which items they will be putting in the raffle, and to do so as soon as possible so she can submit that information to get the raffle license. She continued that she would like to submit the application a week ahead of the event.

Chair Mitchell asked if Mr. Schoefmann has a sense of what the set-up and take-down is like and what the PCC needs to bring with them. Councilor Giacomo replied that they will have a 10 x10 spot on the ground and the Keene Young Professionals Network does not own any supplies, so each participating group needs to bring all of their own supplies. Discussion ensued about supplies needed and how to acquire them and who will bring what. Councilor Giacomo gave further information about weather-related recommendations. Discussion continued about the timing of set-up.

Ms. Brunner asked: if the PCC will be spending \$300 to participate in this event, approximately how much money can they expect to make? Discussion ensued. Councilor Giacomo stated that it will come down to what the ticket sales are like. He continued that the way the event works is the KYPN will be putting all of the money collected from the sponsors into a pool, to be distributed evenly amongst the restaurants and breweries. From there, the restaurants will have their pool with all of the tokens that are sold, and that money gets divided among the restaurants; and the breweries will have its own pool with the money from tickets sold for the beer-tasting event. It is very hard to calculate right now, but each entity is likely to be getting a couple hundred bucks before tickets are even sold, plus the portion of ticket sales. He expects the PCC would make a minimum of \$300 or \$400. Also, that does not include the raffle.

Ms. Mattson stated that the raffle license form asks for a projected income from the raffle. She asked if they should say something like \$100. Others replied yes. She asked if Chair Mitchell can be listed as the “responsible party.” Chair Mitchell replied yes. She asked what time they should do the raffle drawing. Discussion ensued about the time.

Ms. Brunner asked if there are enough people who are going to volunteer, in order for the PCC to do this. Discussion ensued about who is available. Mr. Schoefmann stated that he, Lena Krido, and Chair Mitchell will all be there. Dr. White stated that she can be there for at least part of it. Mr. Schoefmann will send the Sign Up Genius link.

Chair Mitchell asked if it is possible, and if it would be helpful, for PCC members who will be volunteers to meet before this event, in order to ensure they have all of the details and supplies worked out. Ms. Thomas-Smith replied that she would be happy to share her notes from previous event-planning the PCC has done. Ms. Mattson stated that they can have a planning meeting on Zoom as long as there is not a quorum of members present. Discussion continued.

Ms. Thomas-Smith made a motion to approve \$300 for the food festival event. Mr. Schoefmann seconded the motion, which passed by unanimous vote.

Mr. Schoefmann left at 5:34 PM.

iii) *Holiday Market*

Ms. Brunner stated that they have not really done anything since the last meeting with regards to the holiday market. She continued that she, Mr. Schoefmann, and Dr. White could use help coming up with different organizations and contacts of people they should reach out to in the community to help with this. They need to find a sponsoring organization. Ms. Mattson replied that she will check her fall festival list; she knows they had a couple organizations.

C) *Future Exchange Ideas – YMCA, Dance, Rugby*

Chair Mitchell asked if anyone had an update on future exchange ideas. Hearing none, he moved to the next agenda item.

D) *Discuss Promotional Activities/Media Opportunities to Help Promote PCC Events and Exchanges*

Ms. Thomas-Smith stated that they were looking at revisiting the calendar draft that was a little dated. Should any of that be helpful to move things forward, she is happy to support. Chair Mitchell replied that obviously, the pandemic is making these things difficult. He continued that he thinks they are all doing what they should be doing, it is just that there is not much progress to make. The food festival is exciting; it is something they can actually go out and do. One idea to keep in mind, given the emails from Germany, is the potential of sending an official visit to Einbeck. If someone has something to discuss, that is fine, but they should keep in their minds that Einbeck is looking forward to a visit. October is generally the time. That is a positive thing to think about. He suggests people keep their calendars open, as it is a great opportunity.

Ms. Brunner asked if he means this coming October, and if Einbeck is looking for an official exchange, or just having some people from Keene visit. Chair Mitchell replied that he thinks it is Keene's turn to make the next official visit. Ms. Mattson replied that people from Einbeck are due to come here, and if they do come, it would be in October. The PCC probably needs to figure out if they want it to be a theme like they have done in the past (such as a mixed group, City Council group, or a municipal group, business, and so on and so forth).

Ms. Brunner asked if people from Einbeck are coming to Keene, or if people from Keene are going to Einbeck. Ms. Mattson replied that people from Einbeck are coming here. Chair Mitchell asked if she is sure, because he thought it was the other way. Discussion ensued. Chair Mitchell stated that he thinks it is Keene's turn to go to Einbeck.

5) Communications

Ms. Mattson stated that the City Council voted to bring on a new member, Gregory Kleiner. She continued that she will get him set up and have him hopefully attend the next PCC meeting.

6) Reports

A) Treasurer Report - Delene

Dr. White reported that everything is the same. Chair Mitchell asked what the balance is. Dr. White replied that one account is at 0, but the other one has \$18,765.

Chair Mitchell stated that he would vote "yes" to accept the Treasurer Report. He called the roll and the PCC voted unanimously to accept it.

Ms. Thomas-Smith asked, with the end of the fiscal year approaching, do they need to do anything to prepare for a request to receive the allotment the PCC typically gets from the City? Ms. Mattson replied that she does not think the PCC needs to do anything. She continued that they submitted a letter, for \$5,000, and it was re-submitted this year. Dr. White stated that the survey responses and stories might help. She continued that she received some emails. She asked if she should send those to the City Council. Ms. Mattson replied that that could be done in an informational memo.

7) New Business

8) Next Meeting – June 8, 2021

Ms. Thomas-Smith noted that the next PCC meeting is after the food festival/beer garden event, so they probably do need to have a subcommittee/logistics-planning meeting for the event. Ms. Mattson asked if she is proposing moving the PCC meeting up a week so it occurs before the June 5 event. Ms. Thomas-Smith replied that would probably not be necessary; a few of them could meet separately to plan the June 5 event and the PCC meeting on June 8 could stay as is. Chair Mitchell agreed and stated that the event-planning meeting would work best in person

instead of through Zoom. Discussion continued. Chair Mitchell asked who, besides him and Ms. Thomas-Smith, would be able to meet. Ms. Brunner replied that she will not be available on June 5 but she is glad to help plan it. Councilor Giacomo stated that he can help with planning and logistics, too, probably via text. Dr. White suggested they coordinate the planning meeting via email. Ms. Thomas-Smith replied that Mr. Schoefmann should be invited to that, too. Ms. Thomas-Smith offered again to share her planning list from previous events. Ms. Mattson replied that that would be great. Discussion ensued about possible meeting days/times. Ms. Brunner stated that she will send an email to the whole PCC to see what works for people.

9) **More Time**

- A) **Review Rules of Order and Compare with Other Advisory Boards**
- B) **Student Exchange – Update on Postponement**
- C) **Planning for Future Exchanges with Einbeck**

10) **Adjournment**

There being no further business, Chair Mitchell adjourned the meeting at 5:53 PM.

Respectfully submitted by,
Britta Reida, Minute Taker

Reviewed and edited by,
Helen Mattson, Staff Liaison