

**CITY OF KEENE
PARTNER CITY COMMITTEE
AGENDA**

Tuesday, January 11, 2022

5:00 pm to 6:00 pm

2nd Floor Conference Room, City Hall



1. **Call to Order**
2. **Roll Call – Appoint Alternates (if required)**
3. **Minutes of the Previous Meeting:** December 14, 2021
4. **Board Business:**
 - a) Fundraising Ideas/Opportunities
 - b) Survey – create Gmail address for sharing (donate button has been created)
 - c) Planning for possible Keene Delegation to Einbeck – 2nd week of October of 2022
 - d) Future Exchange Ideas – YMCA, dance, rugby
 - e) Discuss Promotional Activities/Media Opportunities to help promote PCC events and exchanges.
5. **Communications:**
 - a.) Christmas Card from Einbeck – (needs translation)
6. **Reports:**
 - a) Treasurer Report
7. **New Business:**
 - a) Review draft of Social Media Post – Holiday Greeting
 - b) Request for funding letter to City Manager – for new fiscal year 2022/23
 - c) PCC’s history for when exchanges have happened
8. **Next Meeting:** Next meeting is February 8, 2022
9. **More Time:**
 - a) Student pen-pal ideas – High School 16 -18 year olds.
10. **Adjournment**



Frohe

Weihnachten

Dear Mayor Heusch,

Auch 2021 geht leider mit erschreckend hohen Corona-Infektionszahlen zu Ende. Die vierte Coronawelle hat Deutschland mit voller Wucht erfasst. Kontaktbeschränkungen und Impfungen sind weiterhin Gebot der Stunde, um unser Gesundheitssystem vor dem Kollaps zu bewahren.

Deshalb werden die Adventszeit, Weihnachten und der Jahreswechsel auch in diesem Jahr anders sein müssen als wir es aus vorpandemischen Zeiten gewohnt waren. Umso wichtiger ist das Innehalten, das Erleben und Genießen des Moments, das Besinnen auf Werte und Wesentliches.

meinen Kolleginnen und Kollegen im Rathaus und in allen kommunalen Einrichtungen danke ich herzlich für die gute Zusammenarbeit und die erbrachte Leistung.

Ein besonderes Herzensanliegen ist mir all unseren kranken oder sich einsam fühlenden Mitbürger:innen Kraft, Zuversicht und Gesundheit zu wünschen. Ich denke an die Familien, die im abgelaufenen Jahr den Verlust eines lieben Menschen beklagen mussten. Ihnen wünsche ich, dass sie gerade durch die Weihnachtsbotschaft neue Hoffnung finden und mit Zuversicht in das neue Jahr gehen können.

Herzliche Grüße übersende ich allen, die Einbeck freundschaftlich verbunden sind. Frohe Weihnachten, Wesołych Świąt Bożego Narodzenia, Merry Christmas sowie Joyeux Noël sende ich unseren Freunden in den Partnerstädten Artern, Keene, Paczków, Thiais und Wieselburg. Unsere Begegnungen sind ein wichtiger Beitrag zur Völkerver-

Wichtig und wesentlich für mich in diesen Tagen des ausklingenden Jahres ist der Ausdruck von Dank für die kleinen und großen Projekte, die wir 2021 gemeinsam auf einem guten Weg gebracht haben. Dankbar bin zum Beispiel für die Fertigstellung der Multifunktionshalle, die neuen Fenster im Bürgerhaus in Kreiensen, die neue Wegweisung oder die Baufortschritte auf dem Neustädter Kirchplatz, an der Pestalozzischule und der KiTa Müns-termauer.

Ein herzliches Dankeschön sage ich all denjenigen, die sich haupt- oder ehrenamtlich um das Wohl der Menschen in unserer Stadt bemühen – in Vereinen und Verbänden, sozialen Einrichtungen, Hilfsorganisationen, den Gesundheitsdiensten, den Kirchengemeinden und politischen Gremien unserer Stadt und den 46 Ortschaften. Danke für die Begegnungen sowie die konstruktive und vertrauensvolle Zusammenarbeit und Unterstützung gerade in diesen schwierigen Zeiten. Auch

ständigung und zum Frieden. Ich hoffe sehr, dass 2022 endlich wieder gegenseitige Besuche möglich sind!

Lassen Sie uns gerade jetzt versuchen, uns gegenseitig Licht und Freude zu schenken über kreative Formen der Zuwendung und Nähe. Eine liebevoll gestaltete Karte, ein Brief, ein Paket, ein überraschendes Telefonat, ein Chat, eine spontane Videokonferenz können zeigen: Auch wenn wir uns nicht in die Arme schließen dürfen, so sind wir nicht allein, denn wir denken aneinander.

In diesem Sinne wünsche ich Ihnen, Ihren Familien und Freunden, ein gesegnetes Weihnachtsfest und für das Jahr 2022 Gesundheit, Wohlergehen und Frieden.

Jelina Juchacz

1 City of Keene
2 New Hampshire

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5 PARTNER CITY COMMITTEE
6 MEETING MINUTES
7

Tuesday, December 14, 2021

5:00 PM

2nd Floor Conference Room
City Hall and Zoom

Members Present:

John Mitchell, Chair
William Schoefmann, Vice Chair
Mayor George Hansel
Mari Brunner
Lena Kridlo
Kürt Blomquist, Ex-Officio

Staff Present:

Helen Mattson, Executive Assistant

Members Not Present:

Dawn Thomas-Smith
Dr. Delene White
Gregg Kleiner, Treasurer

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9
10 1) Call to Order

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12 Chair Mitchell called the meeting to order at 5:01 PM.

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14 2) Roll Call – Appoint Alternates (if required)

15
16 3) Minutes of the Previous Meeting – November 9, 2021

17
18 Mr. Schoefmann made a motion to approve the meeting minutes of November 9, 2021. Mayor
19 Hansel seconded the motion, which passed by unanimous vote.

20 4) Board Business

21 a) Fundraising Ideas/Opportunities

22
23 b) Survey – create Gmail address for sharing (donate button has been created)

24
25 Ms. Brunner stated that the link to the PCC's survey is live. She continued that Deb McLaughlin
26 in IT put the survey together for them. She does not know who is checking the survey responses,
27 if there are any – the PCC has not sent the link out to anyone. The idea was to try to collect
28 stories and photos from people, and to have a link at the end for people to donate to the PCC if
29 they want to. She asked the group if they still want to do this.

30

31 Ms. Mattson stated that when the survey was sent around during a meeting, there were PCC
32 members who wanted to make edits to the survey.

33

34 Discussion ensued, and Mr. Schoefmann suggested they just go for it and start promoting it,
35 since they have been talking about this survey for months. Ms. Brunner read the survey
36 questions aloud for the group to consider.

37

38 Mr. Blomquist asked if it is correct that the survey was going to be aimed at folks who have
39 already participating in exchanges. He asked if the PCC has a database of those folks' names
40 and contact information. Ms. Mattson replied that she has a list of names and addresses, but not
41 email addresses. Chair Mitchell stated that he has email addresses for recent folks but may not
42 be able to contact people who participated while they were in high school and have since
43 graduated, since students' school email accounts close after they graduate.

44

45 Ms. Brunner suggested they put the survey on social media, asking people who have participated
46 in exchanges to click on the link. Ms. Mattson and Mr. Blomquist agreed. Mr. Schoefmann
47 suggested they set up a Dropbox account so people can share photos. Discussion continued
48 about the PCC Facebook page and how to promote the survey. Ms. Kridlo stated that it would be
49 easier for people to add photos to the Facebook page than to use Dropbox.

50

51 Mr. Schoefmann asked Ms. Brunner if the two of them are going to be the ones to put the survey
52 on Facebook. Ms. Brunner replied that she is happy to post it on Facebook if everyone is happy
53 with the questions. She continued that they could also point out to people that there is a donate
54 button on the page, but she does not know how much to push that at people. Mr. Blomquist
55 replied that it is fine to push that.

56

57 Chair Mitchell stated that they can post photos, too. He continued that for example, Keene State
58 College (KSC) must have photos from the choir exchange. Mayor Hansel replied that he has
59 friends on Facebook who he knows went on exchanges, so he can invite them to take the survey.
60 He continued that if all PCC members do that, it will all add up to a good portion of the people.
61 Ms. Mattson added that Dr. White shared a list of names with her from the choir exchange.

62

63 Ms. Kridlo asked when the last exchange was. Mr. Blomquist replied that there were three in
64 2019 – a mixed group, the final soccer exchange, and the KSC music exchange. With all three,
65 people from Einbeck came to Keene.

66

67 Ms. Mattson stated that she made some edits to the list, and can send that updated list out to the
68 PCC.

69

70 Ms. Brunner stated that she will post the survey on Facebook, but she does not know people
71 from the exchanges. She asked if other PCC members can tag people they know. Mr.
72 Schoefmann replied yes, they can tag Mayor Hansel and others, and it will grow from there.

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Mr. Schoefmann stated that he created a Gmail account for the PCC. He continued that if they need to transfer ownership of the survey to the Gmail account, they can do that. Ms. Brunner stated that the survey IT created was created in something that is [not Gmail-related]. Ms. Mattson replied right, because IT does not use Gmail. She continued that there was one that Dr. White did in Gmail. Ms. Brunner replied that she does not have that. Discussion ensued, and Mr. Blomquist suggested they get an official PCC email account through IT, with keenehgov, because he does not think they should use Gmail. He thinks the PCC needs to look at a little more formality, since this is an official City committee and it gets “squirrelly,” regarding RSA 91-A, when you start using Gmail for City committee business.

c) Planning for Possible Keene Delegation to Einbeck – 2nd October of 2022

Chair Mitchell stated that nothing has changed. He continued that Jurgen Herbst sent an email this week. A lot depends on what the health conditions are [regarding COVID-19] and when travel is possible.

Mayor Hansel asked if Mr. Herbst has a date in mind, because people from Keene will need to plan. Chair Mitchell replied that Einbeck had canceled the (previous) Eulenfest only a couple months before it happened. Mr. Blomquist stated that this year Eulenfest would be October 14 and 15, so a group from Keene would potentially travel from about October 13 to 18.

Mayor Hansel stated that he is saying that by about August, Keene needs to make a call on it. Mr. Blomquist replied that normally they start the recruitment in the January of the planned trip, to see who is interested in going. How many people is Einbeck anticipating? Do they include partners and spouses? They need to start making those decisions and then start reaching out. Will they speak with local businesses to see if they want to send representatives? Should they talk with municipal representatives? These are the sorts of questions to figure out. They should start planning in January and then in August, make the decision about whether or not to go.

Discussion continued about the planning process. Mr. Blomquist stated that in 2018 they did not get final commitments from participants until June or July. Chair Mitchell replied that hopefully it will not be like that this time, because people will be excited to be able to travel again. Mr. Blomquist stated that Einbeck likes to know who is coming so they can plan for it. They need to have communication with the Einbeck committee to see what topics they want to cover while people from Keene are there. This committee needs to start thinking about that/the theme.

Discussion continued and ideas included small businesses, breweries, education, economics, or getting ideas from Einbeck. Mr. Blomquist stated that the “theme” could just be restarting the relationship, since it will be almost three years since there has been any interaction.

115 Mr. Blomquist stated that (former PCC member) Irene used to help the PCC translate its ideas
116 into an email to Einbeck, and then translate what Einbeck writes back. Mr. Schoefmann asked if
117 Ms. Kridlo can translate communications. Ms. Kridlo replied yes.

118
119 Mr. Blomquist asked if the PCC still has Albert Thormann's "wish list," which is another place
120 they could start. He continued that it is something to send out to the committee to help generate
121 ideas. Chair Mitchell and Ms. Mattson replied that they have a copy of it.

122
123 Chair Mitchell asked who in the PCC is looking to travel to Einbeck. Ms. Kridlo, Mayor Hansel,
124 Ms. Mattson, Mr. Schoefmann, Ms. Brunner, and Mr. Blomquist replied that they would like to
125 go. Ms. Kridlo stated that she is a dual citizen, and is from Frankfurt, which is where people
126 often fly into, and her sister lives in Munich. She continued that she would be happy to show
127 people around.

128
129 Mayor Hansel stated that he likes the idea of just reestablishing the relationship and
130 strengthening those links again, rather than doing a specific group.

131
132 Chair Mitchell stated that it seems like just from the PCC, they have a group of seven. Mr.
133 Blomquist stated that they have to look and see what the PCC had talked about regarding
134 whether to bring partners and spouses. He continued that the group could be either seven or
135 fourteen, depending. They should also think about reaching out to people outside of City
136 government. He spoke about the importance of engaging with others, such as local businesses
137 and corporations, and how the PCC used to have some corporate sponsorship but has lost some
138 connections over the past few years. Involving businesses would help with the fundraising
139 aspect, and they should be thinking about strengthening connections with KSC. They should see
140 what size of a group Einbeck wants to host.

141
142 Discussion ensued about potential local business owners/leaders to engage. Ms. Mattson stated
143 that it is not just economic - education and the arts are important, too.

144
145 Chair Mitchell stated that he likes the idea of getting the exchange going again. He continued
146 that Mr. Herbst is asking for photos of PCC members, because the Einbeck folks do not really
147 know who the PCC members are right now. It would be great to take a group photo tonight,
148 here. There is some basic reconnecting Keene and Einbeck need to do.

149
150 Mr. Schoefmann stated that maybe by the January meeting, and after some emails with Einbeck,
151 they will have a better idea of things. Mr. Blomquist stated that historically, exchanges have had
152 about a dozen people, which has sometimes included partners/spouses. Mayor Hansel replied
153 that they are thus talking about another six people – three or four plus spouses/partners.

154
155 Ms. Kridlo asked why the group size matters. Mr. Blomquist replied that it is because folks in
156 Einbeck find places for Keene visitors to stay, in people's homes, and provide meals and
157 transportation. Chair Mitchell stated that Keene folks do that for Einbeck visitors, too. He

158 continued that a few years ago, Keene got tight with money, and were looking to engage with
159 Einbeck visitors by taking them to museums and various travels. The PCC did some fairly
160 formal, cut-and-dried guidelines about whose lodging and transportation would be covered and
161 whose would not. They should find that and double check what they have committed to.
162 Discussion ensued about the costs and the expectations of hosts, and the differences between
163 Einbeck and Keene. Mr. Blomquist stated that a challenge is that typically employers in Einbeck
164 are more willing to let folks out of work while hosting visitors than the employers in Keene are.
165 There are exceptions, but in Keene, people are willing to host but less able to get time off work.
166 Mayor Hansel stated that generally three people act as the “main hosts,” which is a lot of work
167 and requires a lot of time off work. Chair Mitchell stated that they have also been fortunate to
168 have people who support the hosts, by transporting Einbeck folks, for example. They need more
169 people like this.

170
171 Mr. Blomquist stated that currently they are talking about plans for this upcoming exchange, of
172 people in Keene going to Einbeck, but there is a lot to think about/talk about for when it is
173 Keene’s turn to host. Chair Mitchell stated that he will dig through his paperwork, because he
174 could have sworn the PCC already came up with some things (regarding the exchange guidelines
175 and expectations). Mr. Blomquist stated that he and Ms. Mattson probably have that in digital
176 form and can look for it and send it out to the PCC members.

177
178 Chair Mitchell stated that he will email Mr. Herbst and ask how many people Einbeck is thinking
179 about hosting, and what they are thinking this exchange will be about. Mr. Blomquist stated that
180 that email could get the conversation going, and in January, the PCC can suggest that the theme
181 be reconnecting.

182
183 Ms. Mattson stated that she has a PCC cultural exchange proposal, from Monadnock Area
184 Artists, and more to look through. Mr. Blomquist asked if she could also send the PCC the
185 “wishlist” from Mr. Thormann’s discussion with the Mayor. Ms. Mattson replied yes. Chair
186 Mitchell asked if she could also email the PCC a copy of the schedule from the last exchange,
187 which would be helpful for them to see. Ms. Mattson replied yes.

188
189 Chair Mitchell stated that in January, they will need to know who is willing/able to commit to
190 this. Then that will give them a sense of who else they are looking for.

191
192 **d) Future Exchange Ideas – YMCA, dance, rugby**

193
194 Chair Mitchell stated that they will skip this item for now.

195
196 **e) Discuss Promotional Activities/Media Opportunities to help promote PCC events
197 and exchanges**

198
199 Chair Mitchell stated that a person in his neighborhood works with a newspaper and offered to
200 do a small story on the PCC. He continued that he says the paper has a good circulation in

201 Keene. He asked if PCC members are interested or think it is appropriate. This person might
202 want to interview someone or put in a short blurb.

203
204 Mr. Schoefmann replied that it would be good to do once they have a better idea of what the
205 exchange will be. Mr. Blomquist replied that the story could be about the history of the
206 committee and exchanges. Ms. Mattson stated that she can send Chair Mitchell a paper that
207 former Mayor Lane had her put together. She continued that it is the framework for a story,
208 telling the history.

209
210 Ms. Brunner suggested the PCC add more content to their website on the City's webpage. She
211 stated that it currently only has the donation link, the list of members, and meeting minutes and
212 agendas. They could post the link to the survey, the PCC's Facebook page, and the story that
213 Ms. Mattson is talking about. Discussion ensued. Ms. Mattson stated that she was told [IT] had
214 to pare down what used to be on the website because it was too lengthy, and it is possible content
215 was cut back when the City got a new website. She continued that they could put a separate
216 document there. She is willing to look into that.

217
218 Mr. Blomquist asked Ms. Brunner and Ms. Mattson to work with the IT Department to add more
219 to the webpage. Ms. Kridlo asked if there is a link to the Facebook page. Ms. Brunner replied
220 yes, there is a link, but they could actually embed the Facebook page so the posts show up on the
221 PCC's webpage on the City's website. Ms. Kridlo asked who posts to the Facebook page. Mr.
222 Schoefmann replied Ms. Brunner, Ms. Mattson, and Ms. Thomas-Smith. Ms. Kridlo replied that
223 she is happy to help with that, too.

224
225 **5) Communications**

226
227 Chair Mitchell stated that as he mentioned earlier, the Einbeck committee would like a photo of
228 the PCC's tree and of any members who are willing to be photographed.

229 **6) Reports**

230 **a) Treasurer Report**

231
232 Ms. Mattson stated that she has the report, but the treasurer is not here today. She continued that
233 she can say that there have been no changes to treasurer report.

234 Mr. Blomquist stated that the City's operating budget process begins in January. He continued
235 that the PCC should discuss whether they think the \$5,000 they traditionally request is adequate
236 or if they should discuss asking for additional funding. The Chair would have to follow that
237 through the budget process. They would have to be active through the budget process so the City
238 Council is aware of the PCC and does not necessarily cut back its funding, as it did two years
239 ago. Typically, covering the cost of the exchange when people from Einbeck come to Keene
240 requires at least two years' of appropriations. The PCC should review the costs to see if that
241 \$5,000 appropriation is enough, because in two years they will either have to raise the money up
242 to/beyond the \$10,000 or seek donations and fundraise.

243

244 Mayor Hansel replied that it will be a tough sell. He continued that it is something the PCC will
245 really have to prepare a case for. Mr. Blomquist replied that is partly why former Mayor Lane
246 wanted the document telling the story of the PCC. Discussion ensued about the budget and the
247 process.

248 Mr. Blomquist asked if there is a Councilor they should encourage to participate. Maybe one of
249 the people who goes to Einbeck in the next exchange should be a Councilor.

250 **7) New Business**

251 **A) Review Draft of Social Media Post – Holiday Greeting**

252

253 Mr. Schoefmann suggested the PCC restyle the holiday post from last year. Ms. Kridlo offered
254 to write a paragraph along the lines of ‘happy holidays, happy new year, looking forward to 2022
255 and the new exchange.’ Mr. Schoefmann asked if she can do it this week and email it to Ms.
256 Brunner. Ms. Kridlo replied yes. Ms. Brunner stated that it would be good to include the photo
257 of the committee that they are going to take after this meeting.

258

259 **B) PCC’s History for When Exchanges Have Happened**

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261 Chair Mitchell stated that Ms. Mattson is working on this.

262

263 **8) Next Meeting is January 11, 2022**

264

265 Chair Mitchell stated that the next meeting is January 11, 2022 at 5:00 PM.

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267 **9) More Time**

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

269 **B) Holiday Market – Food Festival (June 4, 2022)**

270

271 Chair Mitchell stated that they can keep the “more time” items on more time. Ms. Brunner
272 replied that they can take “holiday market” off the list, because it will be taken on by a different
273 group and the PCC could have a participatory role. Ms. Kridlo suggested the PCC try and
274 participate in the Keene International Festival, which is in the summer or September and has had
275 a good turnout.

276

277 **10) Adjournment**

278

279 There being no further business, Chair Mitchell adjourned the meeting at 5:49 PM.

280

281 Respectfully submitted by,

282 Britta Reida, Minute Taker

283
284 Reviewed and edited by,
285 Staff Member(s) Name(s), Title(s)