



DECLARATION OF CANDIDACY CITY COUNCIL VACANCY

Declaration must be signed in the presence of a Notary Public or Justice of the Peace. **The filing period opens at 8:00 am on Wednesday, August 21, 2019 and continues through 5:00 pm on Tuesday, September 10, 2019.** Any declarations that are received through the mail shall be acknowledged as being received at 5:00 pm on that day.

Please check off the position you are filing for:

Include the appropriate filing fee, \$5.00 for Mayor and \$2.00 for all other positions.

Mayor - 2 Year Term	<input checked="" type="checkbox"/>	Ward Moderator - 2 Year Term	<input type="checkbox"/>
Councilor-At-Large - 2 Year Term	<input type="checkbox"/>	Ward Clerk - 2 Year Term	<input type="checkbox"/>
Ward Councilor - 4 Year Term	<input type="checkbox"/>	Ward Selectman - 2 Year Term	<input type="checkbox"/>
Ward Four Councilor - 2 Year Term	<input type="checkbox"/>	Ward Checklist Supervisor - 2 Year Term	<input type="checkbox"/>

I, George S. Hansel, declare that I am domiciled in the City of Keene at 84 Elm Street and that I am a duly qualified voter in ward 3. I am a candidate for the office of Mayor and I hereby request that my name be printed as George S. Hansel on the official ballot of the City of Keene for the Primary Election on Tuesday, October 8, 2019.

Signed: [Signature] Phone: 603 903 3677

Email: gsh@georgehansel.com Social Media Handles: Facebook: @georgehansel4keene
Twitter: @georgehansel
Instagram: @george.hansel
Web: www.georgehansel.com

State of New Hampshire
County of Cheshire

The above named George S. Hansel personally known to me or satisfactorily proven appeared and subscribed to the above statement.

[Signature]
Justice of the Peace/Notary Public

Candidates may submit background information or a brief biography to accompany this declaration. This information will be provided to the City Council and posted to the public website. Please indicate below if you intend to provide additional information about yourself.

Yes, I will provide additional information about myself No, I prefer not

Date Received: 8/21/19 Time Received: 1:04 PM

Voter Status Verified: City Charter Ward Map Charter Description Voter Checklist Database

Any information provided on this document is a matter of public record. By signing above, candidate agrees to allow the City of Keene to share their contact information/social media handles/biographical information with members of the public.

George S. Hansel, City Councilor

Candidate Statement

Small cities like Keene have had a tough time over the last few decades. Keene is unique because we've found success where others have failed. Our exceptionally beautiful downtown, advantageous array of employers, and proximity to four institutions of higher learning have positioned Keene to attract businesses, jobs, and young families that will sustain us over the next several decades. Competition among small cities is always increasing. How we respond over the next biennium is critical to Keene's future.

While we are doing well, there are challenges. For instance, our tax rates are already high so ideas that drastically increase spending can be counterproductive. You will notice that many of my ideas draw on my proven record of using public/private sources of funding so as to not overburden our taxpayers. This pragmatic approach is at the heart of the value I bring to our community. Big ideas require creative thinking and solutions. As your city councilor, I've worked tirelessly over the past several years to bring creative community ideas to fruition. I'll continue to do so as Keene's mayor. It's time for fresh leadership.

-Councilor George Hansel

Contact

gsh@georgehansel.com

603.903.3677

www.georgehansel.com

Facebook: [georgehansel4keene](#)

Twitter: [@georgehansel](#)

Instagram: [george.hansel](#)

Education

- Saint Lawrence University, Canton, NY- BA, 2008

Boards

- University System of New Hampshire, Trustee
- Monadnock Economic Development Corporation, Vice Chair
- Keene Manufacturers Consortium, Founder and Chair
- Monadnock Center for Violence Prevention, Board Member
- Governor's Millennial Advisory Council, Member
- Planning Board
- Conservation Commission
- Land Use Code Update Steering Committee, Member
- Keene Economic Development Committee, (ad hoc committee)
- Committee for Substance Misuse Solutions, (ad hoc committee)

- Ad Hoc Airport Master Plan Committee, Chair (ad hoc committee)
- Monadnock Voices for Prevention, (former Board member)
- Historical Society of Cheshire County, (former Board member)
- Cheshire County System of Care Grant, (Organizing Committee)
- Intermodal Transportation Hub Steering Committee, Southwest Regional Planning Commission

Awards/Recognition

- 2017's "Civic Leader of The Year", Stay Work Play NH
- 2017 "40 Under Forty", NH Union Leader
- 2015 "Trendsetter", Business Monadnock Magazine

Experience

Filtrine Manufacturing Company in Keene, NH

CO-OWNER/OPERATIONS MANAGER

Filtrine is a 5th generation family-owned manufacturer of custom engineered chillers, drinking fountains, water purification, and drinking water systems for a wide variety of applications with a focus on sustainability and durability. We currently have about 100 employees in Keene. As operations manager, I manage a variety of projects across the organization. I am also responsible for company compliance and the maintenance of our ISO 9001 quality management system. I focus on creating strategic partnerships in our industry and local community. This includes working in various capacities on initiatives with Keene State College, The Cheshire Career Center, Antioch University, and local high schools.

City of Keene, NH

CITY COUNCILOR

First elected in 2015, I serve on various standing and ad hoc committees, the planning board, and the conservation commission.

Business Executive Highlights

Welding Apprenticeship Program - Keene Community Education

COLLABORATOR/HOST/ INDUSTRY PARTNER

Building on Filtrine's 30-years of experience hosting community welding classes in our facility and recognizing the increased need for qualified welders by New Hampshire manufacturers, I worked with Keene Community Education to develop a 2-year (300 hour) welding apprenticeship program. Program graduates earn a certificate from the NH Department of Education and the US Department of Labor. Participants must be gainfully employed as welders to complete the second year of the program. This project addresses a workforce deficiency through collaboration and partnership between educational institutions, the government, and area businesses.

Filtrine Internship Program

MANAGER/HOST

Filtrine has long recognized the value of having a diverse internship program as a recruitment tool and to provide mentorship opportunities for our current staff. We've developed and nurtured relationships with area high schools, Cheshire Career Center, and Keene State College. In the past 5 years, we've had interns in several departments, including marketing, web development, sheet metal, and welding.

Keene Manufacturers Consortium (KMC)

FOUNDER/LEAD ORGANIZER

This is a group of Keene manufacturers (presidents and site managers) that meet on a regular basis to share ideas and collaborate on a myriad of issues; from workforce development to energy efficiency.

City Council Highlights

ECONOMIC DEVELOPMENT

I was elected on a promise to steer the City of Keene towards a proactive strategy for economic development. Since that time, we've made significant strides.

Many of the initiatives that I introduced or spearheaded have come to fruition, including:

- Creating/Updating an economic development action plan for the city.
- Hiring a full time downtown coordinator through a public/private partnership. I worked with government, non-profit, and private businesses to raise \$75,000 to support the position. The downtown coordinator is a liaison between downtown businesses, stakeholder groups, and the city. They also produce a community calendar and are responsible for keeping Keene's downtown active and vibrant.
- Adopting RSA 79-E and Opportunity Zone development incentives. These development programs will help us revitalize the buildings in Keene. The Methodist church near Central Square will be redeveloped this summer. It is the first beneficiary of these programs in Keene.
- As Vice Chair of the Board for the Monadnock Economic Development Corp. (MEDC), and an active member of statewide business organizations like New Hampshire Businesses for Social Responsibility, I spend a lot of time interacting with businesses outside the region. I am constantly working to recruit businesses to relocate or expand in Keene.

CITY ADMINISTRATION

- I have been the councilor most involved with the comprehensive land use code update that will streamline regulations while creating predictable outcomes for the public.
- I was a member of the committee in charge of recruiting and hiring Elizabeth Dragon (City Manager).
- I was the chair of the Airport Master Plan Committee that worked with the contract engineering firm to update the airport master plan.
- Long-standing member of the planning board and conservation commission, overseeing several aspects of development projects in the city.

BUDGET

- Worked to ensure adequate funding for the Community Kitchen, 100 Night's Shelter, and Meals on Wheels
- Fought to provide sustainable funding for city conservation efforts.
- Advocated for the creation of a long term debt reduction strategy

COMMUNITY ORGANIZING

- In 2017, I organized a local food drive for hurricane relief efforts in Puerto Rico. Over 20,000 lbs. of non-perishable was collected in Keene as part of the effort.
- I worked on the team that helped write a grant for \$4,000,000 in funding through SAMHSA that was awarded to Cheshire County. The System of Care Grant is meant to improve the system of care and behavioral health outcomes of children and youth with serious emotional disturbance in the Monadnock Region.
- I created the Keene Manufacturers Consortium to bring together the leaders of Keene's manufacturing firms on a regular basis.

ADVOCATE FOR KEENE IN CONCORD

- I'm one of two representatives from Cheshire County on the Governor's Millennial Advisory Council.
- I've worked on housing legislation at the state level, testifying on several bills in the 2018-2019 session.
- Member of several statewide business and manufacturing initiatives and associations.
- Active with Stay Work Play New Hampshire, a non-profit organization devoted to attracting and retaining young people in the Granite State.

Issues

BUSINESS RECRUITMENT AND RETENTION

One of the mayor's primary responsibilities is maintaining relations between the city and local businesses. Along with founding the Keene Manufacturers Consortium to foster collaboration among several large employers, I spearheaded the effort to hire a full time downtown coordinator for Keene (helping to raise \$75,000 to support the position through a public/private partnership). I have a proven track record of helping local businesses (large and small) overcome obstacles standing in the way of their growth. On the state level, I am an active member of the business community and take full advantage of any opportunities to network and try to recruit new businesses to Keene.

HOUSING

Housing accounts for 57% of our tax base, yet surprisingly little attention is given to trying to increase the quality of the housing stock in Keene. The number of housing units in the city is also now more than 50% rental units. I've been a longtime advocate for housing policy on the

state level and have testified in Concord on bills to support the state's housing infrastructure. When elected mayor, I'll fight for a proactive strategy for addressing our aging housing stock, promoting renovation and weatherization programs that will increase property values and the tax base.

KEENE STATE COLLEGE

Keene State College is our most important partner in ensuring the economic vitality of Keene's future and we need to work hard to broaden and deepen the relationships between the college, its students, and the city. As mayor and a Trustee for the university system, I'm in a unique position to build bridges and work towards strengthening the relationship between the two entities. My experience developing internship and apprenticeship programs will also go a long way towards contributing to the efforts to retain Keene State students after they graduate.

DOWNTOWN REVITALIZATION

Exciting things are happening downtown. We have new and creative businesses that are popping up, a planned arts and culture corridor development project, and renewed interest in downtown events like the Walldogs Festival. With all of this planned activity and growth, it is important that we engage many different groups of people to ensure that as the downtown grows we create something for everyone. I envision walking paths and chess tables for senior citizens, a new skate park and youth programming at the library for young people, and clean safe parks for young families. Ensuring these different demographic groups are intermingling and all using our downtown space will ensure true downtown vitality.

TAX RATE

When I joined the council in 2016, the city had a spending problem. Our debt to income ratio was far outside of the fiscal policy guidelines that we set for ourselves and there were some inefficiencies that have since been corrected. The city is now on a path to reducing debt over the long term and we have a very competent city manager who is aggressive in attacking the bottom line. We need to be diligent and make good financial decisions over many years. We also need to focus on economic development, getting our fair share from the state, and raising property values.

PLANNING FOR ALL AGES

Keene is a city that recognizes the value of planning. It's one of the reasons we've been able to maintain our beautiful downtown and a healthy mix of industry. The next decade is an important one for Keene. We'll need to adjust to an increased number of retiring baby boomers, while working hard to attract the young professionals and families we need to drive our economy forward. I'm uniquely qualified to lead our city through this transition. My experience as a business owner, community bridge builder, and one of Keene's most experienced citizen planners will be invaluable as Keene moves boldly toward a more prosperous future.

BUILD A DOG PARK

A lot of work has already been done on this initiative, but things have stalled in recent years. Reviving the idea and finally getting a dog park constructed is within our reach. \$10,000 of private funds has already been raised and my plan calls for construction to be privately-funded without tax dollars. An exciting potential location would be the old campground at Wheelock Park that is no longer in use. While a dog park will certainly benefit our four-legged friends, advancing this project is really about people. Dog parks bring people together from all walks of life and backgrounds. While this project will create recreational activities for all ages, dog parks are a high ranking amenity for young professionals and young families.

REBRAND KEENE'S TRANSPORTATION CENTER AS A 'BICYCLE HUB'

Public transportation in Keene needs to be intermodal; accommodating buses, cars, ridesharing, bicycles, and pedestrians. A rebuilt, refurbished, and rebranded transportation center in Keene's downtown will attract increased bus service to Boston and surrounding cities. This prominent downtown location is also conveniently located on the existing rail trail and will create an attractive lease opportunity for a bicycle ridesharing company or repair shop. Funding for this redevelopment project will come from existing economic development incentives and not local tax dollars.