

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

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

**Tuesday, March 10, 2015**

**4:30 PM**

**City Hall, 2<sup>nd</sup> Floor Conference Room**

**Members Present:**

Tom Link, Chair  
Irene Davis, Vice Chair  
Kathy Frink, Treasurer  
Dawn Thomas-Smith  
Lilly Hart  
Wally Secord  
Karen Parsells  
Antje Hornbeck  
John Mitchell

**Staff Present:**

Helen Mattson, Executive Assistant

**Others Present:**

**Members Not Present:**

Ken Meola, Police Chief

**1. Call to Order**

Chair Link called the meeting to order at 4:30 PM.

**2. Roll Call –Appoint Alternates (if required)**

Roll call was conducted.

**3. Minutes of Previous Meeting: February 10, 2015**

Ms. Thomas-Smith made a motion to approve the minutes of February 10, 2015. Ms. Parsells seconded the motion which carried unanimously.

**4. Board Business:**

- a.) Expense Approval for PCC Stationary - \$36.00 reimburse Karen Parsellss

Ms. Thomas- Smith made a motion to approve the Expense of \$36.00 for PCC Stationary. Mr. Mitchell seconded the motion which carried unanimously.

- b.) Fund Raising – Subcommittee’s report

Chair Link stated that this subcommittee was created to determine possible funding in lieu of the Pumpkin Festival. Ms. Parsells stated that Stonewall Farm will be having an Oktoberfest on October 4<sup>th</sup> of this year. She continued, stating that the farm hopes to have twelve food vendors in the parking lot along with other events. Ms. Parsells stated that she mentioned to Susan Doyle, who is supervising the event, that the committee would be interested in joining. She continued, stating that it is \$150 to purchase a spot as a food vendor. Ms. Hornbeck asked if Stonewall Farm would cover all of the marketing expenses. Ms. Parsells replied, yes. She continued, stating that the committee would only spend \$150 for the booth. This money would go towards the farm and the committee would obtain all profits from the sales.

Ms. Parsells stated that previously the committee discussed having a dinner at Heberton Hall but this was dependent on the Pumpkin Festival’s status. Chair Link asked if Stonewall Farm has hosted an event like this and wondered what type of audience will come. Ms. Parsells stated that Stonewall Farm advertise their events well. Chair Link stated that this event would not be as labor intensive or expensive as other events discussed. Ms. Parsells stated that Stonewall Farms is interested in diverse food vendors and the committee has a niche with bratwurst and pretzels. Ms. Thomas-Smith asked if the committee would do more than one event and questioned the availability of donated bratwurst. Ms. Parsells stated that C&S will donate and the committee can limit the amount of food being bought and sold. Ms. Parsells stated that there will also be a band at the event.

Ms. Hornbeck asked if the committee would be able to sell beer. Ms. Parsells stated that she was not sure of this request. Chair Link stated that this event sounds family oriented and similar to the Pumpkin Festival. Ms. Hart asked if the committee would be able to create a pamphlet or a business card to distribute at the event. She continued, stating that the audience will be mostly local residents and this would be a great opportunity to advertise the relationship with Einbeck. Ms. Parsells stated that she mentioned the committee wants to educate the community about the partnership and Stonewall Farm would not be opposed to this.

Ms. Davis stated that Einbeck has brochures and coasters that they would likely be able to send over. Chair Link asked if the committee has any questions for Stonewall Farm at this moment. Mr. Mitchell stated that it would be beneficial to know what other vendors will be at the event. Ms. Parsells stated that no other vendors have signed up yet but it will be a small event with about twelve vendors. She continued, stating the event will be from 10 AM- 5 PM on a Sunday. Ms. Davis asked if the committee should approve the \$150 today for future use. Ms. Parsells stated that this would be best. Ms. Parsells stated that she distributed Chair Link’s email and Ms. Davis’ emails to Ms. Doyle. Chair Link asked how the committee feels about other event options

like the dinner at Herberton Hall. He continued, asking if the committee would like to wait and conduct more research. Ms. Parsells suggested that the committee conduct additional research but noted that the Stonewall Farm event would be less money.

Chair Link asked if Ms. Doyle would be willing to attend a committee meeting. Ms. Parsells stated that she will ask Ms. Doyle. Mr. Secord stated that this event will not need many people to run the booth. Chair Link asked Ms. Frink how much money should ideally be raised at this event. Ms. Frink replied that the Pumpkin Festival usually raised about \$6,000. Chair Link asked if this event could raise a substantial amount of money. He continued, stating that this is not a question to answer at the moment but a thought for future decisions. Ms. Davis stated that the committee does not necessarily need to have a beer fest in the month of October if additional funding is needed. Chair Link stated that it is important to be sensitive to committee member's personal lives and availability in regards to creating several events. Mr. Mitchell stated that different committee members would be able to help with different events. He continued, stating that he could easily help with a booth at Stonewall Farm but a dinner event at Heberton Hall may be more difficult for him. Mr. Mitchell stated that the events in discussion would be very different.

Mr. Secord made a motion to approve \$150 if needed, for a spot at the Stonewall Farm event on October 4, 2015. Ms. Hart seconded the motion which carried unanimously.

Ms. Parsells stated that this event is still being discussed and not completely finalized. Ms. Hornbeck asked if this event is dependent on the Pumpkin Festival. Karen stated that this event will occur no matter what the decision on the Pumpkin Festival. Chair Link stated that the committee is not obligated to take part in the Pumpkin Festival.

c.) Police, Fire & Public Works exchange – part of 3 year plan – Ken

Chair Link asked when Chief Meola's final day will be. Ms. Mattson stated that his last day will be May 29, 2015. Chair Link stated that this news puts the committee in a tight position with Mr. Albert Thormann in reference to the exchange. He continued, stating that Mr. Thormann is looking for an answer. Chair Link asked if the City Manager John MacLean was asked about traveling to Einbeck. Ms. Mattson stated that she is unsure of his knowledge in the exchange. Chair Link stated that it is necessary to make this connection and approach the mayor as well. Chair Link stated that the committee must decide who is able to go to Einbeck during the festival in October. Ms. Davis stated that the committee should be aware of the timing of events in October due to the Pumpkin Festival and the Stonewall Farm event. Chair Link stated that the Einbeck festival is October 9, 2015. Ms. Parsells asked if Chief Meola was the designated staff member for the committee or if he volunteered for the position. Ms. Mattson stated that Chief Meola was assigned to the committee and a new person will likely be appointed.

Ms. Davis stated that the Pumpkin Festival would be on October 17, 2015. Chair Link stated that he is doubtful of the Pumpkin Festival occurring with the information he has heard. He continued, stating that the committee needs to determine city officials in addition the city

manager that may want to go to Einbeck. Ms. Mattson stated she will try to arrange a meeting with the city manager and mayor.

Mr. Mitchell made the motion to accept the Police, Fire & Public Works Exchange as informational. Ms. Paresell seconded the motion which carried unanimously.

d.) School Exchange – Keene/Einbeck – John

Mr. Mitchell stated that there are difficulties in his communication with Germany. He continued, stating that emails were sent out with no response. Chair Link asked what needs to be discussed with the German contacts. Mr. Mitchell stated that he would like to know the specific students and adults that will be coming, along with dates and student's interests.

Ms. Davis stated that Mr. Thormann sent out an email yesterday discussing eleven flights being booked from October 24-November 13, 2015. Mr. Mitchell stated that he has not received any of these emails. Ms. Davis suggested a conference call between Mr. Mitchell and Mr. Thormann. Mr. Mitchell stated that he does not have names or dates and would like to be on Mr. Thormann's email list. Ms. Davis stated that Mr. Thormann would like the cooperation agreement, which was emailed yesterday, to be signed by VBS, Keene High school and the committee. Chair Link stated that he and Mr. Mitchell should discuss these details. Ms. Davis stated that the email thread is going through Chair Link. She continued, stating that these miscommunications should be discussed after the meeting.

Ms. Davis stated that flights are booked from October 24-November 15. She continued, stating that this will include nine pupils and two teachers. Mr. Mitchell stated that other details are still necessary like student's interests and names. Mr. Mitchell stated that any committee members willing to host should let him know.

Mr. Mitchell stated that in previous meetings, the committee was responsive to assisting a welcome meeting for the exchange. He continued, asking how the committee will welcome the group. Chair Link stated that the committee is willing to work with the teachers on any event they decide. He continued, stating that an official reception would be great with city officials and faculty welcoming the students and adults from Einbeck. Ms. Thomas-Smith asked if transportation from the airport was necessary. Chair Link stated that they will be flying into Boston and the committee will discuss the details of transportation if needed along with additional funding.

Mr. Mitchell stated that since he has the number of exchange students, requests for additional help from the school can occur. He continued, stating that any input from the committee to the teachers would be beneficial. Mr. Mitchell asked if the committee wants to have contact during the exchange. Chair Link stated that this is open for discussion but some kind of event can be worked out. Ms. Davis stated that having the mayor and principal at the school with media present would be favorable on the first day. Mr. Mitchell stated that they will bring ideas to the committee. Ms. Frink asked which season was the last exchange. Mr. Mitchell replied that it was the same season. Ms. Thomas-Smith stated that a portfolio for the students at the end of the exchange may be beneficial and a great media opportunity.

Chair Link stated that in Germany there is a great deal of focus on vocational schooling. He continued, stating that there are some parallels with how these schools are observed in Keene. Chair Link stated that vocational schooling is often overlooked and the exchange could put a spotlight on this issue.

Ms. Frink made a motion to accept the School Exchange as informational. Ms. Thomas-Smith seconded the motion which carried unanimously.

e.) Band exchange – Keene High/The Mendelssohn School contact – part of 3 year plan

Chair Link stated that he received a letter from Mr. Thormann discussing representatives from the Mendelson School coming to Keene in the fall. He continued, stating that twenty students may be coming over. Chair Link stated that he was not sure where this idea came from.

Chair Link stated that originally the Nelson Town Band was visiting in the summer of 2016. He continued, stating that discussion also occurred in reference to Keene students visiting Einbeck for the October festival. Chair Link stated that he and Irene will be meeting with Jim Logan tomorrow and once he gives permission, the committee can talk with the music department. Chair Link stated that there is no plan to have visitors in the fall.

Chair Link stated that as far as he knows there has not been any communication with the Mendelson School and the committee. Mr. Secord asked who the contact person is at the Mendelson School. Chair Link stated that Mr. Thormann first made this suggestion and he is connected with Mr. Kampa at the Mendelson School. Ms. Davis stated that it began with the Nelson Town Band, and the Mendelson Band was Einbeck's counterpart. She continued, stating that Chair Link and Ms. Hart met Mr. Kampa upon their visit to Einbeck where he discussed a high school band from Keene coming to Einbeck.

Ms. Davis stated that the committee has explained that there is not a proper fit. Ms. Thomas-Smith asked about the three year plan. Ms. Davis stated that the Nelson Town Band was at the top of this plan but has now been moved towards the bottom. Chair Link stated that several music schools in Einbeck are competing for money and it may be possible that Mr. Kampa wants to make the Keene Exchange a venue for funding. He continued, stating that he is a very professional and enthusiastic man and the situation should be dealt with respectfully.

Chair Link stated that all of these confusing elements have come out in the last day or two and these issues can be addressed appropriately. Mr. Secord stated that the committee cannot take on all of this responsibility. Ms. Hornbeck stated that these issues should be dealt with respectfully and some diplomacy needs to occur. Chair Link stated that he does not want to jeopardize the relationship. He continued, stating that he and Ms. Davis have a meeting with Mr. Logan but Mr. Kampa would like to speed up the process.

Mr. Secord suggested a strict schedule be made in order to show Einbeck the events in place. Chair Link stated that once a plan is settled, the committee will send it over. Ms. Frink stated that the committee can only offer events and exchanges based on the budget as well. She continued,

stating that the committee should focus on the students coming over in the fall. Ms. Davis stated that if city officials and councilmen are sent over, Einbeck will want Keene to reciprocate. Chair Link stated that Keene has been invited to the festival on several occasions.

Mr. Secord made a motion to accept the Band Exchange as informational. Ms. Parsells seconded the motion which carried unanimously.

f.) Facebook page – social media – Lilly & Dawn

Ms. Thomas-Smith asked if a form needs to be signed by the chair to create a Facebook account. Ms. Mattson replied, yes there is a form. Ms. Thomas-Smith stated that it may be in an earlier email. Ms. Mattson stated that she will look into this. Ms. Thomas-Smith stated that she will email the form to Chair Link. Ms. Hart stated that Einbeck is also thinking about a Facebook page and communication is ongoing. Ms. Hornbeck asked who will maintain the Facebook page. Ms. Thomas-Smith stated that this information is in the plan being created which states that two city delegates will be responsible. She continued, stating that she is comfortable as the administrator for now. Ms. Thomas-Smith stated that a contact calendar will be created.

Mr. Secord made a motion to accept the Facebook page and Social Media as informational. Ms. Davis seconded the motion which carried unanimously.

g.) Sharing Community News – media connections

Chair Link stated that he met with Paul Miller from the Keene Sentinel. He continued, stating that he advised Mr. Miller to committee member's willingness to help with translation and updates from Einbeck. Chair Link stated that Mr. Miller was very open to the idea. Chair Link stated that Mr. Miller is interested in learning the engagement level of the Keene community in reference to Einbeck news. Chair Link stated that he advised Mr. Miller to the increased number of people in the exchange process. Chair Link stated that Mr. Miller liked the idea of a regular piece in the paper and it would be interesting to get information written by people from Einbeck. He continued, stating that Mr. Miller was interested in sharing issues and problems from Einbeck as well as current events, and photography.

Chair Link stated that Mr. Miller requested the committee to send a written and more detailed proposal for review. He continued, stating that Mr. Miller is open to attending a committee meeting to discuss this idea further. Chair Link stated that he felt good about the conversation and Mr. Miller wanted to be sure the information is consistent and interesting to readers.

Ms. Thomas-Smith asked if Mr. Miller discussed frequency. Chair Link stated that this was not discussed but could be brought up at the committee meeting with Mr. Miller. He continued, stating that there is no deadline. Ms. Hornbeck stated that if the committee is advertised in the Keene Sentinel it would be good press for the upcoming Stonewall Farm event. Chair Link stated that if Mr. Miller is invited to the May meeting, with a piece in the Sentinel in June, it would come out in time for the event. Ms. Thomas-Smith stated that this would also be great for social media. Ms. Thomas-Smith asked if a subcommittee should be created. Chair Link stated that ideas can be exchanged when Mr. Miller attends the meeting.

Ms. Thomas-Smith made a motion to accept the Sharing Community News as informational. Mr. Secord seconded the motion which carried unanimously.

**h.) Communications:**

No additional information discussed.

**i.) Reports:**

**a.) Treasurer Report – Kathy Frink**

Ms. Frink stated that there is no change to the treasurer report and the balance is \$16,561.90. Mr. Secord asked when the committee would know about funding from the city. Ms. Frink stated that this would come out in July. Chair Link stated that the letter was received asking for the original \$5,000 budget.

**j.) New Business:**

**a. Signs to announce Partner City/Einbeck, Germany**

Ms. Mattson stated that she discussed signs with Public Works who maintain the signs. She continued, stating that the city would have to get permission from the HDOT to install any additional signs onto the welcome sign. Ms. Mattson stated that signs could be put in the downtown area or Main Street. She continued, stating that Public Works would need a design. Ms. Frink stated that Curry Printing still has the image from the notecards printed. Ms. Mattson stated that the size would also need to be determined.

Ms. Hornbeck stated that putting an additional sign on the welcome sign would look awkward but a sign similar to the rotary sign would be possible. She continued, stating that as a branding initiative the committee should determine how to use funding best. Ms. Frink suggested a banner. Chair Link asked Ms. Hornbeck to form a smaller group to discuss possibilities and communicate with the city.

Ms. Hornbeck asked Ms. Mattson to help in this process. Ms. Parsells and Ms. Hart stated that they would also assist.

**k.) Next Meeting: Next meeting date: April 14, 2015**

**l.) More Time:**

Ms. Parsells stated that the Stonewall Farm event should be discussed at the next meeting.

**10. Adjournment**

Mr. Secord made the motion to adjourn. Ms. Parsells seconded the motion which carried unanimously. Chair Link adjourned the meeting at 5:50 PM.

Respectfully Submitted by:

Lana Bluege, Minute-taker

March 10, 2015