



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **2nd Floor Conference Room, City Hall**
Meeting Date: **Thursday, September 24, 2020**
Meeting Time: **6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 9/24/20	Meeting Chair: Kevin McEneaney	Vice Chair: Kathy Morrison	Minutes Taken By: Nicole Desjarlais-Paulick
Key Agenda Items: Non-profit, website			
Attendees: K. McEneaney, N. Desjarlais-Paulick, A. Galt, S. Allen, E. Worboys Burr, C. Beaudoin, R. Carrier, T. Massingham, A. Carter, K. Weston, G. Eaton, Z. Koehler Excused: D. Ballok, E. Worboys Burr Unexcused:			
Guests: May and Christian (Forward Merch)			

Date	Milestone

Action Items	Owner	Update Due
1. Ornament delivery to Library (Denise LaFrance)	N. Desjarlais-Paulick	10/22/20
2. City staff liaison position: ID an individual	C. Beaudoin	10/22/20
3. Latest updated donation lists from Finance	N. Desjarlais-Paulick	10/22/20
4. Inventory of merchandise with legacy logo	K. Weston	9/24/20



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Meeting Convened: 6:00pm by K. McEneaney

Citizen Forum: No one present

Approval of August Minutes: Approved unanimously

Forward Merch:

- Located in Dover on Venture Drive
- Variety of merchandise presented for committee members to look at (shirt, glassware, textile flags etc)
- Face masks are quick-turn (5 days), low quantity (\$5-6 each, different styles/fabric types available)
- Images need to be layered (.AI, EPS) (Nicole/Zak)
- Fundraiser idea: Dover-opoly. Sell spaces to businesses (40 spaces), then sell boards as a fundraiser. Money can be sold by denomination, as can chance/community chest cards. Could get \$20K-\$30K in fundraising. Whole board can be customized to Dover (railroads, jail, playing pieces, etc)
- Fundraiser idea: Poster collection that covers 400 years of history (100 per century, numbered as collectors items)
- Need to send estimated sizes for banners, t-shirt orders, mask quantity/style
- PM team to follow-up on contracting requirements
- Note from A. Galt: a version of Dover-opoly was sold in the 1980s
- C. Beaudoin met with A. Legere: If we are registered with the AG's Charitable Trust Division and we are allowed to fundraise, we can have Forward Merch host our online store. AG Charitable Trust Division filing is the next step; bylaws need to be submitted to complete this step.

Website Update/Social Media Blast:

- Facebook page has the new logo and banner; blast was sent out via Facebook
- Nicole and Zak can make edits to the website on the fly; larger changes need to go through Dayne
- Website analytics will be available in the future
- Formal release of the new logo went out to the press; social media has good attention
- Once we have clearance from the AG's office on fundraising, we can establish an online store
- Liking/Emoting/Sharing social media posts
- Zak and Angela to share between Facebook and Instagram for reciprocal posting
- The timeline and the content on the library website is available for use on the Dover400 website

Non-Profit Status Update:

- Bylaws are being finalized; last edits being sent to Steve Roberts. Kevin/Nicole to follow-up with Steve re: Charitable Trust filing status
- Once the Charitable Trust is established, the IRS filing can be completed
- Bylaws to be voted by email; Nicole to distribute to the committee for voting by email. **Please send all voting responses to Kevin, Sam, and Nicole.**

Ornament Sales:

- Ornaments can be delivered to the library; the library will have 2019 and 2020 ornaments on sale
- City Clerk's office took delivery of 50 on 9/24/20; if the library has any ornaments from last year some should be sent to the Clerk's office
- Library will take 50 2020 ornaments for sale (Nicole to deliver to Denise LaFrance)



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Subcommittee Reports:

Flag Redesign: Z. Koehler

- Z. Koehler provided extensive detail in his subcommittee report
- R. Carrier did indicate that City Council would have the final say in any flag changes
- K. McEneaney suggested that Z. Koehler talk with the Council before dedicating effort to the flag redesign; A. Galt backed this recommendation
- T. Massingham asked if the current flag was formally adopted by the city council; per A. Galt, it was.
- Z. Koehler will talk with Mike Joyal and schedule a time to talk with the city council regarding the flag redesign proposal

Community Relations: R. Carrier

- Letter sent out to local businesses
- R. Carrier is working with Morgan and Cam at the Chamber to get a physical letter out to businesses
- E. Burr is working with Rotary, Churches, and Civic Organizations to raise awareness
- R. Carrier to send the letter to the committee for further distribution
- K. McEneaney spoke with Stephanie Bolduc; she is planning to assist T. Massingham with the parade

2021 Committee: C. Beaudoin

- Remote events, getting on the city's ring central database
- Working on online events

PR/Communications: A. Carter

- See Angela's email for summary
- Team is working to schedule a meeting

Fundraising Committee: K. Weston

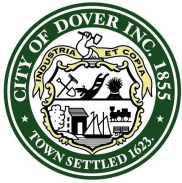
- Current inventory:
 - 150 shirts
 - 12 dozen mugs
- What to do with legacy logo inventory?
 - List on e-store, allow ForwardMerch to handle sales?
 - Status of legacy items will be decided once the store is up
- Sponsorships/Relationship building needs to restart in earnest
- Need to look at sponsorship levels, possible adjustments to reflect COVID economy
- Creative fundraising approaches (charge-ups for food, beer, etc)

General Discussion:

- Ann Legere checking with Mike Joyal on a new city liaison

Next meeting: October 22, 2020, 6pm

Meeting adjourned: 7:02pm



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