



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **1st Floor Conference Room, City Hall**
Meeting Date: **Thursday, January 24, 2018**
Meeting Time: **6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 9/27/18	Meeting Chair: Kevin McEneaney	Vice Chair: Kathleen Morrison	Minutes Taken By: Nicole Desjarlais-Paulick
Key Agenda Items: Budget, Sponsors, Logo, Timeline			
Attendees: K. McEneaney, Z. Koehler, N. Desjarlais-Paulick, K. Morrison, E. Burr, D. Ballok, C. Beaudoin, K. Weston, A. Carter, Linnea (arts commission), M. Faustino, A. Galt, S. Allen			

Date	Milestone

Action Items	Owner	Update Due
1) Budget for presentation to city (Mike Joyal)	Budget Committee	2/28/19
2) Logo file distribution to team via email	Karen Weston	2/28/19
3) Information on website effort/possibilities from Mike Gillis	Angela Carter	2/28/19
4) Social Media setup/permissions from Mike Gillis	Angela Carter	2/28/19
5) Confirm 501(c)3 status with the city	Kathleen Morrison	1/31/19
6) Check on city solicitation policy	Kathleen Morrison	1/31/19
7) Updates to Sponsorship form	Nicole Desjarlais-Paulick	2/3/19
8) Edits to Press Release re: Logo	Angela Carter	2/28/19
9) Lighting on the falls, buildings, smokestack: take to Arts Commission	Linnea	
10) Sample of stein and plate, estimated costs	Karen Weston	2/28/19
11) Updates to planning timeline	Nicole Desjarlais-Paulick	2/15/19
12) Can merchandise be carried at breakfast restaurants?	Deb Ballok	2/28/19
13) T-Shirt inventory and re-ordering	Karen Weston	2/28/19
14) Contact w/Seacoast Growers for Farmers Market presence	Morgan Faustino	2/28/19



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Meeting Minutes

6:00pm: meeting convened by K. McEneaney

October 25, 2018 minutes: unanimously approved

December 13, 2018 minutes: correct the spelling of Nicole's name, add attendance. Minutes approved unanimously

Fiscal Year 2020 City Funding Request:

- Request approved by the committee
 - C. Beaudoin: met with M. Joyal, asked for \$75,000 in funding.
 - M. Joyal requested a detailed outline of how \$75,000 would be spent, in a budget form
 - Detail on merchandise, a planning director, etc was discussed
 - Request from M. Joyal to the committee: a budget totaling \$75,000
 - Requested a separate location for 400th funds outside of the library budget; Cathy would continue to enter requisitions etc on behalf of the committee
 - Director was proposed at \$30/hour for 10hrs/week: \$16,000 out of \$75,000
 - Budget subcommittee to prepare a breakdown
 - Budget should include promotional items
 - Advertising for public events (Fosters', Facebook)-costs should be added to the budget
 - Cost of police expense
 - \$35,000 of \$75,000 will be put into a capital reserve, additional will be included in 2020 estimated expense budget
 - Funding for soliciting sponsors
 - Budget subcommittee will take this information and build it out further
- Original file of the logo needs to be obtained and distributed: Karen to send out the logo file
- Do we need to start setting funds aside for parades, performances, mailing costs, etc? Yes.
- Website to link off the city site: Angela to contact Mike Gills
- Social media presence: coordinated through Mike Gillis (Angela to contact Mike)

Sponsorship Discussion:

- Kevin: would like to raise the sponsorship level on the timeline
- Karen: motioned to make the budget \$250,000 minimum. Approved, unanimous w/roll call
- Form (draft) was distributed for review
- Correct "an" to "and" on checklist line; Sponsorship needs an "H". Remove "0" from Cocheco Mills donor line, remove "9" from Hilton Settlement donor line



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-Return to line need to be updated to “400th Committee, % City of Dover, 288 Central Ave, Dover”

- Adjust to an either/or line for mail/email
- Move the “return to” line to the bottom of the document
- Remove email from sponsorship return options
- Is this a 501(c)3 committee? Kathy to check
- Solicitation files/policy confirmation: Kathy to check

-February 7, 2019, 6:00pm: 10 minute meeting to review/approve Sponsorship form

Announcement on Logo Adoption:

- Change committee formation date to 2018
- Add missing close quotation mark, adjust Elizabeth’s name
- Correct Deborah’s degree to a BS in Visual Arts Education
- 2nd paragraph: correct “state” to “states”
- Add “permanent” before “settlement”
- Motion to approve announcement, as amended: introduced by Kevin, seconded by Sam, unanimously approved
- Release will go out once the logo is sent out

Timeline Updates:

Updates were made directly into the timeline. Please see the timeline for adjustments.

- Redesign of city flag: open for discussion, city is on board with discussing
- Can mugs be carried in coffee shops/restaurants? Discuss with breakfast restaurants and see if coffee can be served in 400th mugs? Provide restaurants with the option to sell mugs

Financial Report: Karen Weston

- Met with Kim Noonan in finance
 - \$405 donated through green envelopes
 - Apple Harvest: \$2051.00
 - Total Revenue: \$2,456.00
- Additional t-shirts need to be ordered
 - Karen to inventory stock, place another order for shirts
 - Motion to approve up to \$999.00 for t-shirts: unanimously approved by roll call vote
 - Friday night (summer) Chamber of Commerce non-profile booth to sell shirts
 - Contact for Farmers Market to possibly sell merchandise at a booth



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-Mugs are selling faster than expected, will need authorization for additional inventory at a near-future meeting

Next meeting: February 7, 2019 vote on Sponsorship form

Historical Society meeting: February 11, 2019

Next full committee meeting: February 28, 2019

Adjourned 7:21pm



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Appendix A: Schedule of Meetings, 2019

January 24

February 28

March 28

April 25

May 23

June 27

July 25

August 22

September 26

October 24

December 12