



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **1st Floor Conference Room, City Hall**
Meeting Date: **Thursday, March 28, 2019**
Meeting Time: **5:30 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 3/28/19

Meeting Chair:
Kevin McEneaney

Vice Chair: Kathleen
Morrison

Minutes Taken By: Nicole Desjarlais-Paulick

Key Agenda Items: Sponsorship update, budget update, merchandise

Attendees: N. Desjarlais-Paulick, A. Carter, D. Ballok, S. Allen, G. Eaton, K. McEneaney, K. Weston, C. Beaudoin, C. Ayers, M. Faustino, K. Morrison, R. Carrier, Z. Koehler, T. Nelson, T. Massingham, A. Galt, V. Williams

Date	Milestone
5/2/19, 7:00pm	Public Forum

Action Items	Owner	Update Due
1) Sponsor Tracker	Z. Koehler	3/31/19
2) GoogleDrive Folder Access	N. Desjarlais-Paulick	3/31/19
3) Contact graphic designers re: license plates	Z. Koehler	5/23/19
4) Obtain information on license plate requirements	G. Eaton	4/25/19
5) Reorder mugs for direct sales to Dover businesses	K. Weston	4/25/19
6) Contact Fosters re: public forum	A. Carter	4/25/19



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Future Agenda Items:

- Mike Gillis, technology
- Public participation groups for the forum

Meeting Minutes

5:32pm: Meeting convened by K. McEneaney

Future agendas will reflect attendance to ensure complete representation at meetings

Minutes from February 28, 2019: approved

Budget Group Update (C. Ayers):

- All line items have low and high numbers to reflect revenue generation based on different sponsorship amounts
 - \$75,000 annual amount from city funds has been reduced to \$25,000 for this year
 - Possibility of lobbying city council for additional funds
 - Loosely projected values were used for the draft budget and potential revenue
 - Draft budget reflects 4 year projections, will be updated as actual amounts are generated/expended
 - Parade stipend included in the expenses to support building of higher quality floats
 - Planning director: 4 years, \$30/hour, variable amount of hours
 - Possibility of allocating part of the planning director's salary to Dover Main Street
 - Police and Fire expense item is lower than likely; will need to be adjusted
 - Perpetual video memorial: narration and media that walks through the history of the city of Dover.
- Sponsors and key stakeholders would be credited throughout the production
- Participation by UNH historians
 - Earlier start than 2023 to increase sponsor engagement?
 - Review existing footage (available at the library on VCR) for possible uses
 - Any feedback on estimated amounts should be sent to the budget committee to help fine-tune expenses and income

Sponsorship Committee (K. Weston, G. Eaton, N. Desjarlais-Paulick, T. Massingham, Z. Koehler)

- Underwriter sponsor: add "Logo featured prominently on printed materials **and video**"
- Payment plan, sponsorship supplement
- Continued engagement with city council in regard to fundraising efforts
- Edit to sponsorship supplement: remove perpetual video memorial
- Need to keep a list of sponsors approached: GoogleDocs
- Document tracking all committed sponsors and values
- Sponsorship tracker to be created (Zak)

General Discussion

- Subcommittees to Establish
 - Fundraising
 - Team lead: K. Weston
 - Team Members: Z. Koehler, G. Eaton, N. Desjarlais-Paulick
- Zak has contacted graphic designers in regard to electronic forms of the logo, other graphics
- Conversations initiated, no detail yet
- Possibility of designing a license plate, cost?
- Guy to research license plate requirements first



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- All revenue will be added to primary account (checkbook) along with any city contributions
- As of this week, \$3311.50 of initial \$5000 has been spent
- Deb created a sales manual, reaching out to coffee shops, real estate companies
- No consignment of mugs to locations; upfront payment from restaurants/real estate agents, etc must be obtained
- Permission granted for a reorder of mugs

Hampshire Pewter Ornaments (S. Allen):

- Cost breakdown was sent by email, will be made available on the GoogleDrive
- No artist fee or setup fee
- Multiple designs (collection of ornaments, one for each year; logo ornament to be available all four years)
- Subcommittee to design ornaments and keychains may need to be convened
- Ornaments, keychains: best market

School Involvement (T. Nelson)

- Spoke with superintendent, Terry will meet with specific school leadership to obtain more information
- Zak to attend meetings with Terry

Stein/Plates (K. Weston)

- Alternative option to Pottery by Andy, not an overwhelming response
- Tabled for now

Public Forum

- Sam Allen to facilitate
- Information will be sent to schools, posted on Facebook, posted in Fosters
- Dover High auditorium, May 2, 7-9pm
- Merchandise for sale
- Introductory speech by Kevin McEneaney
- Control comments (time limits, restriction of debates)
- C. Beaudoin to record minutes
- Comment cards, allow people to sign up for different groups
- Next meeting: discuss groups for public involvement

Vesina Williams-Historical Society

- Mission statement created
- Nominating committee is determining roles
- April 15 is the next general meeting, no firm schedule is in place. Officers will be chosen
- Website to be created, social media presence to be defined
- Mission includes collaboration with 400th committee