



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
 Meeting Location: **1st Floor Conference Room, City Hall**
 Meeting Date: **Thursday, July 25, 2019**
 Meeting Time: **6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 7/25/19	Meeting Chair: Kevin McEneaney	Vice Chair: Kathleen Morrison	Minutes Taken By: Nicole Desjarlais-Paulick
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Key Agenda Items: Technology, Subcommittee reports, Fundraising, Cochecho Arts Festival

Attendees: Cathy Beaudoin, Kevin McEneaney, Nicole Desjarlais-Paulick, Kathleen Morrison, Bob Carrier, Karen Weston, J. Andrew Galt, Tom Massingham, Deborah Ballok, Sam Allen, Angela Carter, Elizabeth Burr

Excused: Zachary Koehler, Coleen Ayers, Guy Eaton

Guests: Mike Gillis, Margaret

Date	Milestone
8/9/19	Cochecho Arts Festival booth

Action Items	Owner	Update Due
1. Process for hiring a subcontractor or employee	K. McEneaney	7/25/19
2. Contact Dan DeGrace (The Strand) regarding involvement	E. Burr	7/25/19
3. Graphic design for plates	Z. Koehler	7/25/19
4. Contact Jim re: local immigrant groups	K. Morrison	7/25/19
5. Marketing and Press Release regarding \$400 challenge	A Carter	7/25/19
6. Meeting w/City Lights, 400th Committee, and Main St re: banners	R. Carrier	7/25/19
7. Updated financial statements (balance sheet, outstanding merchandise)	K. Weston	7/25/19
8. Order ornaments, keychains, and magnets	S. Allen	7/25/19

Meeting convened at 6:00pm by Kevin McEneaney



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Approval of May 23, 2019 minutes

Member Doug Steele is withdrawing membership from the committee

Mike Gillis, Technology

-Social media

-Mike has been working with Angela, Facebook is live, Instagram and Twitter are reserved but not yet live

-Website is in progress

-Angela is an administrator on the Facebook page and is creating/posting the majority of the content

-Begin thinking about a planned social media campaign, including events and guiding people to make donations or buy merchandise

-Tie-in of social media with other organizations (Chamber of Commerce, Library, Dover Main St) to increase exposure

-Content needs to be meaningful and constant to keep people's interest piqued

-Need to control what we post and ensure accuracy

-Option for additional administrators on the Facebook page

-Account is subject to all regulations for the city, including the right-to-know law

-Sam and Angela to discuss Facebook administrator roles/needs

-Website: donors are being listed and tracked

-Page will be refined as content is developed

-If a 400 for 400 donation is made, notify Mike and Angela to create the announcements

-Mike is working to compile photos from private collections

-Sam Allen has photos to share, currently on display at the museum

-Video history of the city: in progress already, a documentary film of the city in 7 parts

-If the 400th committee would like to join forces on Mike's project, fundraising could come out of the effort and the film could be used to create interest around the 400th

-Mike is working with Tom Hindle regarding images for inclusion in the film

-Author of "Memory Lands", Christine DeLucia, is willing to come speak during the week of the 400th celebrations

Sponsorship Committee Updates

-Attendance Policy: Karen shared the attendance sheets with Denis and Bob

-Absences need to be noted as excused or not excused per city policy

-Karen reviewed the city policy on attendance (4 consecutive, unexcused absences or 4 unexcused absences in a 12-month period)

-Absences need to be tracked; the reason does not matter, the committee just needs to be informed

-If someone is going to be absent, contact the chair or vice-chair, or email the entire committee

-2 openings are available on the Dover 400th committee (Doug Steele, Kathleen Shannon)

-Printing of packets for the city sponsorship materials: Karen has arranged for the city to print the packets

-Sponsorship letter was circulated for review, edits to be made by Nicole

-Sponsorship letter approved with edits (unanimously); will be circulated by Nicole before being printed

-Kevin is going to Patty B's for a \$10,000 donation on Friday, July 26, 2019. A press release will be distributed after the donation



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-Shaheen and Gordon has agreed to a \$5000 donation for the 400th committee
-Eversource Foundation would like to make a donation; donation may be able to be passed to the 400th through the Friends of the Dover Public Library

-Events Committee: 4 volunteers have joined
-Are all events fundraisers or are we looking to have an event to increase community involvement? We can do both, just need to manage costs
-Up to \$1000 can be spent without a bid process; anything between \$1000 and \$5000 will require three bids within reason
-Elizabeth and Tom from Cara's will meet regarding an event that is not a fundraiser

Financial Update, Cathy Beaudoin

-Money from initial special programs budget that was unspent went back to the city, this has been fixed and the money is coming back to the 400th committee
-400th committee money is going to come into an Agency account that Cathy will have access to, this will allow her to view what is coming in for revenue and what is being spent; this account does not expire
-Donation list should be sent to Dover 400-All email
-Money cannot be spent without a vote; votes must be taken in person and must be prioritized at meetings
-Hampshire Pewter has been selected as the ornament vendor; the \$1159 that is being added back to the funds will be combined with \$800 from the committee's funds for a PO for the ornaments
-Next month, Cathy will have all of the information on the committee's current financial status
-Motion to approve the purchase of 200 ornaments with the Garrison House; motion approved unanimously
-If you include the wording "possibility of purchasing additional inventory in future years" into the bid, we have better negotiating power
-If we are going to be soliciting bids, we need a formal proposal in advance of contacting vendors in order to expedite the quote process. This includes materials, sizes, graphics, etc.
-Motion to allow Cathy to spend up to \$1000 based on the same protocol as a department head, through the 400th budget; motion approved unanimously

August 9th Cocheco Arts Festival Booth

-Setup is just before 6, near the Rotary Garden
-We need to locate the banner (check with Coleen)
-Need merchandise, sponsorship forms, 400 for 400 information

Zak to send links to possible merchandise for review; Nicole to have Zak send them around