CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type:	**Regular Meeting**
Meeting Location:	**2nd Floor Conference Room, City Hall**
Meeting Date:	**Thursday, August 22, 2019**
Meeting Time:	**6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 8/22/19	**Meeting Chair:** Kathleen Morrison	**Vice Chair:**	**Minutes Taken By:** Tom Massingham

Key Agenda Items: Technology, Subcommittee reports, Fundraising, Cocheco Arts Festival

Attendees: A. Galt, K. Morrison, Z. Koehler, E. Burr, S. Allen, T. Massingham, A. Carter, D. Ballok, K. Weston, G. Eaton. R. Carrier entered at 6:13 pm. E. Burr exited at 6:30 pm.

Excused: Nicole Desjarlais-Paulick (others to be confirmed by the recording)

Guests: T. O'Dowd

Date	Milestone
8/9/19	Cocheco 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

Agenda item 1. The meeting was called to order at 6:05 pm by Vice Chair Kathy Morrison.

Guest comments. Tom O'Dowd distributed samples of logo materials, including bumper stickers, signage, banners, license plates, and logos suitable for baseball caps and shirts. Lawn signs are also a possibility. The group liked the concept, noting the originality. Some of the banner designs include business sponsor identification, some would include family sponsor identification. Tom needs to contact Eversource regarding the allowable banner size on poles. Tom Massingham commented that there are still some Dover Main Street banners on poles. The new banners should be able to use the existing brackets. There were also much larger DMS banners that are no longer on poles. Zach offered that the logo concept is a good foundation, but that, moving forward, details should be ironed out by a subcommittee. Tom suggested that "400 for 400" participants be offered perks such as a reserved area for viewing the parade.

Agenda item 2. Minutes. Andy Galt made a **MOTION** to accept the minutes of the meeting of July 25, seconded by Sam Allen. The motion passed unanimously.

Agenda item 3. Website. Angela mentioned that there are problems with PayPal interacting with city financial systems. She noted good publicity regarding the Patty B's financial commitment. Money has not yet been received from Shaheen & Gordon. Karen will be in touch with Alan Brown at Kennebunk Savings Bank regarding a contribution. The proposal is scheduled to go before KSB's board in September. Angela has been feeding information to Mike Gillis as it becomes available. Sam Allen now has administrator privileges for our Facebook page.

Agenda item 4. City Lights/Dover Main Street. Bob Carrier has attempted to contact Kelly Glennon regarding City Lights and Erin Tellez of Dover Main Street. Kelly has been out of town. He's waiting to get together with Kelly and Erin.

Agenda item 5. Financial statement. Kathy noted that we should have an updated financial statement available for every meeting. Cathy Beaudoin is out of the country at this time.

Agenda item 6. Merchandise inventory. Karen provided an inventory of merchandise in her possession: mugs -239, shirts – 17 XXL, 47 XL, 60 L, 30 M, 32 S, 35 Youth M. Comments from other members indicated that we need to be able to maintain a complete inventory, including that in stores. Discussion revolved around the perceived difficulties of doing that and the need to maintain control of inventory.

Agenda item 7. Subcommittee Reports. Zach mentioned how the subcommittee has looked at alternatives to just asking for money.

Agenda item 8. Ornaments. Sam said that ornaments are in production. He is trying to get them available for Apple Harvest Day. Andy made a **MOTION** to authorize Sam to approve the final design, seconded by Guy Eaton. The motion passed unanimously.

Agenda item 9. Apple Harvest Day. (Saturday, October 5). The Chamber is allowing us to have a booth as a non-profit organization. It was agreed that we should have buttons available. There was uncertainty about whether we still have a supply of buttons or if more will need to be ordered. Zach suggested using a different design for the buttons, further suggesting that a subcommittee develop a plan for Apple Harvest Day. Additionally, Zach commented on logo development, recommending that we work with a professional graphic design firm. Guy noted that Tom O'Dowd's work seems to be developing a new logo and there may be confusion with the logo that we adopted previously. Zach again urged that we work with a professional graphic designer to refine our logo development. Bob Carrier felt that we have the expertise on the committee and that we don't need a professional. There was some sentiment that we all know people who could help us with this. Others felt that we shouldn't be asking friends to do the work for free or on an as-needed basis.

Angela Carter moved to **Adjourn** at 7:07 pm. Seconded by Bob Carrier.