



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **1st Floor Conference Room, City Hall**
Meeting Date: **Thursday, February 27, 2020**
Meeting Time: **6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 2/27/20

Meeting Chair:
Kevin McEneaney

Vice Chair:
Kathy Morrison

Minutes Taken By: Nicole Desjarlais-Paulick

Key Agenda Items: Ornaments, subcommittee updates, fundraising

Attendees: K. McEneaney, N. Desjarlais-Paulick, D. Ballok, G. Eaton, S. Allen, C. Beaudoin, A. Galt, R. Carrier, K. Weston, T. Massingham, Z. Koehler, J. O'Connor

Excused: E. Worboys Burr, A. Carter

Unexcused:

Guests: C. Blake (Arts Committee), S. Fellows

Date	Milestone
4/7/20, 7:30am	State of the City, McConnell Cafeteria
May 2 or 9, 7:30-12	Dover Cleanup Day

Action Items	Owner	Update Due
1.		
2.		
3.		

6:00pm: meeting convened by K. McEneaney

Agenda Addition: City Budget Request

Citizens' Forum

- Steve Fellows, Dover resident, member of the Conservation Commission
 - Working on city flag redesign with Zak, interested in getting involved

January Meeting Minutes

- Motioned by Z.Koehler, seconded by T. Massingham for approval of the January Meeting minutes.
Motion approved



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Subcommittee Report Outs

- Events Committee report was provided by E. Burr, starting to work with Stephanie Bolduc on parade planning
- Flag Redesign: Zak and Steve Fellows met regarding redesigning the city flag
 - Zak has a TED Talk video regarding flag design available for anyone who is interested
 - Bath, ME recently redesigned their flag; Manchester, NH was not successful in their attempt
 - Proposal tonight is to create a group to work on this effort; could be situated under Events or Perpetuity subcommittees
 - Good example of city flag redesign: Chicago
 - Would need to be approved by city council as this would be owned by the city
 - Concern: is this too much for the 400th to take on and get complete by 2023?
 - Goal would be to get it finalized and approved by 2022
 - Engagement from members of the community to form a panel to create ideas and pick the final selection
 - 400th would not be able to dedicate a lot of time to redesign but would support the effort
 - Motion to create the working group by K. Weston, seconded by J. O'Connor, approved.
- PR/Communications: Struggling with scheduling a meeting
 - Angela is working on the bulk of the Social Media/Fosters releases
 - Volunteer campaign is beginning on facebook next week, sending out emails to get people engaged
 - Cathy Beaudoin is going to talk about the 400th at the State of the City meeting
- PM Team: Outreach, meeting with Jeanette Poulin re: 2020 events and starting to plan those events
 - Website, logo development is ongoing
- Fundraising Committee: meetings have been held, ideas are developing

2020 Ornaments

- Pricing will be the same as last year, per Hampshire Pewter
- Need to finalize our design for 2020: Garrison Hill Tower
 - Wooden version
 - Modern tower
- Images presented by Sam Allen
- One ornament per year for the 5 years, any leftovers will be sold as sets in 2023
- Possible design contest in future years
- Design ideas: old train station, river, gundalow, mills
- Design chosen: new tower
- Sam will get the design to Hampshire Pewter

Events/400 Participation at Dover Cleanup Day

- May 2nd or 9th
- Would be great exposure
- Starts around 7:30 with breakfast and ends with lunch at noon
- Everyone on the committee who is available should sign up
- Setup a booth for before and after, include volunteer lists
- Committee could round on each site and pass out some information
- Detailed planning will be addressed at a future meeting

Fundraising Proposals

- 50/50 raffle, fundraising committee will need to obtain a raffle permit from the city
 - Can a city committee raise money through a raffle? Karen to check with Mike
- Tie the raffle into spring sports events, 2020 events
- OK'd by the committee to start going forward with the raffle if it is OK with the city



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- Fundraising committee would like to expand merchandise to hats once the logo is finalized
- Airline tickets (Southwest) to partner with for a raffle; fundraising committee to look into this
- Fundraising committee can go forward with anything that does not require a contract or capital investment
 - Coordinate Gundalow sailings with the PM team
- Scratch-off cards (\$400 investment with up to a \$1000 return)
- Merchandise: Key rings, mini flashlights, decals
- Dining for a cause: Applebees, sign up in advance and pass out flyers, 15% of the bill gets donated
- Bingo (regular bingo, **meat bingo**)
- Shoes: reimbursement for gently used shoes through Fund2Org

Financial Update

- Kathy Morrison is taking over for Coleen Ayers who is leaving the committee
- Total amount of money available: \$90,873
- 43 \$400 for 400 donors, needs re-engagement
 - Send ideas for re-engagement to Angela and Karen
 - Facebook advertising: Sam to follow-up
- Need to accept smaller payments for the \$400 for 400

City Budget Request

- Approach the city council with a request for \$75,000
- G. Eaton motions to ask for \$75,000, seconded by S. Allen. Unanimously approved.

Website Biography

- We need content for the website
- We are asking for biographies from those involved to show why we got involved
- Can the next meeting be at the McConnell center? Headshots for the website to be taken at the next meeting

General Notes:

- Cathy Beaudoin is retiring and would like to fill the vacant role for the representative from the Woodman Institute; everyone would like this very much
- Requested by Bob to have "Matters of Interest" as the last bullet on the agenda each month; no topics for tonight but this will be on the agendas going forward

NEXT MEETING: MARCH 26, 2020. LOCATION MAY CHANGE

Meeting adjourned at 7:02pm