



**CITY OF DOVER**

## DOVER 400<sup>TH</sup> ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**  
Meeting Location: **2nd Floor Conference Room, City Hall**  
Meeting Date: **Thursday, June 25, 2020**  
Meeting Time: **6:00 pm**

### Dover 400th Celebration Committee Monthly Meeting

**Date:** 6/25/20

**Meeting Chair:**  
Kevin McEneaney

**Vice Chair:**  
Kathy Morrison

**Minutes Taken By:** Nicole Desjarlais-Paulick

**Key Agenda Items:** Logo, COVID-19 recovery planning, finance reports

**Attendees:** K. McEneaney, N. Desjarlais-Paulick, A. Galt, S. Allen, Z. Koehler, E. Worboys Burr, C. Beaudoin, R. Carrier, K. Morrison, D. Ballok, A. Carter

**Excused:** G. Eaton

**Unexcused:** K. Weston

**Guests:**

| Date | Milestone |
|------|-----------|
|      |           |
|      |           |
|      |           |
|      |           |

| Action Items                               | Owner                    | Update Due |
|--------------------------------------------|--------------------------|------------|
| 1. Follow-up on Kennebunk Savings donation | K. Morrison              | 7/23/20    |
| 2. Website Follow-up                       | N. Desjarlais/Z. Koehler | 7/23/20    |
| 3. Obtain current merchandise inventory    | PM Team                  | 7/23/20    |
| 4. Obtain 2020 ornament design template    | S. Allen                 | 8/27/20    |
|                                            |                          |            |
|                                            |                          |            |
|                                            |                          |            |

6:00pm: meeting convened by K. McEneaney



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### **Citizens' Forum**

- No citizen forum participants present

### **February Minutes: Approved unanimously**

#### **Logo Update**

- Logo design company was contracted (based in Portsmouth, NH)
- Late January/early February: determined that a graphic designer with local familiarity would be best
- 2 brainstorming sessions held with graphic designers
- Overarching themes were identified from the word mapping and discussions
- Two finalists identified for presentation to the committee
- There are no more options to redo the logos; we are maxed out on design options
- (Images texted to D. Ballok and A. Carter, called in by phone for the meeting)
- Option 2 as presented on the slideshow (diamond with the symbols in the numbers); option 3 a presented on paper (diamond with symbols in quadrants)
- Tom Massingham presented the original version of #1, pre-edits, for review
- Votes cast: 10 for #1, 1 for #2, 1 for #3
- Motion to accept option #1 as the logo made by Bob Carrier, seconded by Sam Allen, no discussion; 1 dissenting vote (T. Massingham) approved as the logo by a vote of 11:1

#### **Ornament Design for 2020**

- Garrison Hill Tower selected as the image
- Text: Garrison Hill Tower built 1919, rebuilt 1993
- Sam Allen to have the designer complete the final template

#### **Budget/Finance Discussion**

- Number as of June 15, \$141,946.00 is in the Dover400 account
- City council approved \$50,000 out of the city budget for FY21 (included in the above number)
- Next meeting a full budget spreadsheet will be available
- Added Zak Koehler to the Budget/Finance discussion; Kathy to setup a time to meet with the finance committee

#### **General Discussion**

- 501c3 update: still trying to reach the lawyer, accountant is set except for items requiring the lawyer's input
- Next meeting needs to include discussions on fundraising strategies
- Focus on keeping the media connection active, releasing ornament designs (possibly August) to stir interest
- Website/logo to go Live in July (Nicole/Zak to follow-up with website designer)
- Greater focus on business partnerships?
- Kathy Morrison to follow-up on Kennebunk Savings donation commitment
- Re-publicize the 400for400 in Fosters at the release of the logo
- Bob and Elizabeth to resume work on Community Outreach
- Final logo will be sent out as soon as it is available
- Need a physical inventory of mugs and tshirts remaining (PM team to follow up with Karen)
- Invitation was extended by Rotary to speak at a July meeting

Meeting adjourned at 7:01pm

**Next Meeting: July 23, 2020**