



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **2nd Floor Conference Room, City Hall**
Meeting Date: **Thursday, July 23, 2020**
Meeting Time: **6:00 pm**

Dover 400th Celebration Committee Monthly Meeting

Date: 7/23/20

Meeting Chair:
Kevin McEneaney

Vice Chair:
Kathy Morrison

Minutes Taken By: Nicole Desjarlais-Paulick

Key Agenda Items: 2021 Events, Fundraising, COVID recovery

Attendees: K. McEneaney, N. Desjarlais-Paulick, A. Galt, S. Allen, E. Worboys Burr, C. Beaudoin, R. Carrier, K. Morrison, T. Massingham

Excused: Z. Koehler, D. Ballok

Unexcused: A. Carter, K. Weston, G. Eaton

Guests:

Date	Milestone

Action Items	Owner	Update Due
1. Marketing/advertising campaign ideas	S. Allen, A. Carter	8/27/20
2. Fundraising Update from K. Weston	K. McEneaney	8/27/20
3. Non-profit status update from Steve Robert	K. McEneaney	8/27/20
4. Website Update/LIVE Date	N. Desjarlais-Paulick	8/27/20

6:00pm: meeting convened by K. McEneaney



CITY OF DOVER

DOVER 400TH ANNIVERSARY COMMITTEE MINUTES

Meeting Type: **Regular Meeting**
Meeting Location: **2nd Floor Conference Room, City Hall**
Meeting Date: **Thursday, July 23, 2020**
Meeting Time: **6:00 pm**

Citizen's Forum: No individuals are present for citizen's forum

Review of June Minutes: Moved by A. Galt, seconded by T. Massingham, unanimous approval

2021 Events Planning Updates

- No updates at this time, planning to meet in August to start discussions

2020 Going Forward

- Article for the Dover Download
- Research events for outdoor space; Nicole to contact DHHS to determine space/capacity
- Is there interest in an event?
- Billboard/signage/display to begin broadcasting 2023 (Save the Date card)
 - Overall need for an increase in marketing/advertising
 - Assign to PR/Communications committee to develop a plan
- Brief narration on the end of the Dover Virtual Cemetery tour put together by the Woodman

Signs/Markers of Historical Importance

- Consider a similar style of historical signage as seen in London
- Would need to work with property owners for signs
- Could make a virtual tour of the locations for additional information
- Cross-work effort with Chamber of Commerce's historical walking tours

Fundraising Plan Post-COVID

- Silent Campaign prior to push for true fundraising
- Leverage marketing to "get on lists" for companies fundraising lists
- Kevin to reach out to Karen Weston to get an update on fundraising
- Bob and Elizabeth are reaching out to civic groups, businesses, churches to engage them in the Dover400 mission; could cross-engage with fundraising
- Grant research should be considered

Subcommittee Updates/Resurrection of Reports

- Bob, Elizabeth, and Kevin met with Rotary to engage them; will talk with the fundraising committee to form a plan of action

General Discussion

- 2020 Ornament is being cast and will be able to be released in Fall 2020
- No Apple Harvest festival this year; a virtual craft fair will be held
 - We could sell ornaments at the virtual craft fair

Next Meeting: August 27, 6pm

Meeting Adjourned, 6:26pm