

Unofficial

**TOWN OF HOOKSETT
Community Profile Committee
Town Hall, Council Chambers
Thursday, August 21, 2014, 6:00 pm**

MEETING CALLED TO ORDER AT 6:15 P.M.

PRESENT: Mark Miville (Chairman), Joanne McHugh, Joan McDonald, Charlene Baxter, Sharon Cowen, Andrew Zanotti, Maura Ouellette, Mike Horne, Sarah White, and Ashley Houde

EXCUSED: Todd Rainier, Todd Lizotte, Rob Duhaime, Trisha Guglielmo, and Patrick Guglielmo

NOT PRESENT: Tom Young and Andrew Zanotti

STAFF: JoAnn Duffy (Town Planner) and Carolyn Cronin (Assistant Planner)

PLEDGE OF ALLEGIANCE

The Community Profile Steering Committee members were asked by M. Miville to introduce themselves.

C. Baxter: We met in June and talked about different roles and responsibilities. The discussion about the role of Chair was undecided but Marc Miville has graciously agreed to step into that role. I understand he is skillful and pleased. We have sent an agenda around and are going to try to cover everything.

J. McHugh motioned to nominate Marc Miville as Chairman of the Hooksett Community Profile Steering Committee. Seconded by Mike Horne. Motion carried unanimously.

C. Baxter: Sharon and I are technical support. J. Duffy and C. Cronin are town employees. All of us as equal participants for making this happen in November as well as a couple of people we know that could not be here this evening.

M. Miville: What is the background for doing a community profile?

C. Baxter: When Cooperative Extension is contacted about their interest in a community profile, we ask a number of questions because there is a point of readiness. We were aware Hooksett had done this before in 2001 and some good steps had come from that. We have encouraged communities to go back and do profiles in the next 10-12 years following the first one. Peterborough and Hooksett are the two that have taken that invitation to embark on it again. We felt comfortable with why Hooksett wanted to do this. This is part of the Master Plan but also building on the future of Hooksett. We are here to guide the process and provide resources. It is an undertaking by people who live here, have businesses

here, and have good ideas for the future of this town.

M. Miville: Thank you for being here and we hope, in the long term, that the process and the event, will be a positive, motivating, community building initiative. Part of what started this process was some of the town leaders also wanted to address some community building initiatives to get the town more community oriented. Hopefully this will enable that to take place. The dates of the event will be November 7, a Friday evening, and November 8. Have we established a time?

M. Ouellette: I put the paperwork in to reserve Cawley. I put it in for November 7, 5-6pm for set-up and 6-9pm for the event. That can be changed. On Saturday, November 8, I had it reserved from 9am-12pm for the event and 12-1pm for clean-up. If you need it longer I can extend that. I reserved the cafeteria, the library, and 11 classrooms based on what we talked about at the last meeting. I did not reserve the gym because there is usually a lot going on and I did not want to take it away for a weekend.

M. Miville: That sounds sufficient.

J. McHugh: I think it depends on what we get for a group, but I think you have enough spots where we won't have everyone in one room.

M. Ouellette: I asked for table and chair set up in the cafeteria and chairs in the library and microphones.

S. Cowen: There is one time when everyone comes together for an initial meeting.

M. Ouellette: Is that on Friday evening?

S. Cowen: Yes.

M. Ouellette: So probably the cafeteria for that?

S. Cowen: Yes.

M. Ouellette: Is 6-9pm sufficient?

C. Baxter: We distributed a handout that is called "Sample Community Profile." Pending some decisions we will make, this asked people to start to arrive at 5:30pm and included a pot luck supper as part of the event. That took place between 5:30 and 6:30pm. The welcome would be at 6:30pm. We can fine tune the time frame and expand the hours requested. That went until 9:30pm. If you have a sense that is too late, there may be a way to shorten it. On Saturday morning we asked people to arrive at 8:00am for coffee and check-in and we started the program at 8:30am until 2:00pm. That included lunch. With those parameters we may want to extend the hours. I think it is possible to be in the cafeteria for the pot luck on one end of the cafeteria and move to group seating at other end of the cafeteria for a presentation.

M. Ouellette: If we do something like that and have food that might require reserving the kitchen and we would have to have someone certified there. Are there funds available for that?

C. Baxter: We asked JoAnn that question and there is some money available in her budget. There may not be enough but we will be asking for some sponsorship and/or donations.

J. McHugh: Are you asking for a pot luck or something that is considered a meal. There is a difference.

C. Baxter: There is a community culture and what pot luck means in Hooksett is something that needs to resonate with all of you. Some of our towns have been more interested in providing all of the food and some have asked people to bring food. That requires more donations and sponsorship. There is a nice feeling that comes from the kick-off by asking people to bring a dish to share because they will be sharing ideas throughout the weekend. The question is what Hooksett is comfortable with?

M. Horne: Is it going to attract people or give them a reason not to come?

J. McHugh: That is what I was thinking. What is going to attract people and what will it cost the community? If it turns out that you are charging someone they may not want to do it. We need to find a way of making it inviting for them to come and offer their opinions of what they want the community to look like, but at the same time we need something to attract them and I don't know if it would be a real pot luck or offering food in a different way.

M. Ouellette: When we did the round table discussions we offered refreshments such as cookies and that sort of thing. I don't know if that is enough or what your experience was with other communities.

C. Baxter: Peterborough's Steering Committee did not want to ask people to bring a dish, after a long work week, so they decided they would provide everything. A lot of people did donations and I know they had some money to spend. They provided pizza one evening and box lunches the next day. I agree you want to remove every barrier to make it as easy as possible for people to come. When we talk about roles and responsibilities, someone may be willing to take on the coordination of food. That is a decision you can all think about and decide at the next meeting.

M. Miville: Sarah and Ashley, do you have any ideas or opinions about that?

S. White: I agree with what has been said. If you tell somebody to bring something they may say they don't have anything to bring, or may not have the time to make something, so they may not want to go.

A. Houde: I think people will be more likely to go if they know they don't have to worry about bringing something.

M. Miville: People also may not eat once they get there.

J. McDonald: I thought the pot luck was fun, but that was a while ago and things may have changed and people may not feel that way today. Just to have cookies and coffee isn't inviting either.

C. Baxter: I feel strongly that people that come should be fed.

M. Miville: I don't think we have to go as far as having someone certified in the kitchen. If we are going to provide something we could have a spaghetti dinner that isn't that expensive and supermarkets will sometimes donate things.

C. Baxter: I would invite you explore it and make a decision at the next meeting.

J. McHugh: I can ask a couple of pizza places to see if they would be willing to donate.

M. Miville: I was thinking spaghetti because it is inexpensive, but we have also discussed the possibility of recruiting business in town to possibly make donations with the stipulation their names would be on the brochure for advertising.

J. McDonald: Do we get a head count ahead of time?

C. Baxter: Yes.

J. McHugh: We could ask if Kiwanis or Key Club may be able to help.

S. White: I am a member of the Key Club at Manchester Central, and am close with the Board, so I could ask if they would be willing to do fundraisers or something to help.

M. Miville: The event will be November 7 and 8. Are we still working on the time? Can we finalize the time.

M. Ouellette: I think I will alter the times to start the set up from 4:00-5:00pm, then the event can be from 5:30-9:30pm on Friday, and then on the 8th from 8:00-2:00pm with clean-up from 2:00-3:00pm.

C. Baxter: Those are the widest perimeters and we can tighten it.

J. Duffy: I think 9:30pm might be late.

M. Miville: I agree. By 9:00pm people will be leaving.

C. Baxter: We can finesse this to have it end at 9:00.

M. Miville: We need to go through the roles and responsibilities. Let's see which interests the members that are here have to develop responsibilities. We have agreed we don't need a treasurer. AnnMarie will take the minutes. Setting agendas is primarily the responsibility of the Chair with coordination through the Cooperative and staff. Does anyone have interest in writing thank you notes after the event? The thought was perhaps JoAnn, Carolyn, and Community Development could write the wording and design of those but we would need someone to coordinate who those go to. Other responsibilities would be working with the extension and that is primarily JoAnn and Carolyn. Liaisons and statisticians to keep local officials informed of the profile planning would fall into the responsibility of

the Chair and/or one of the Councilors. Councilor Todd Lizotte and Councilor Rob Duhaime have volunteered to be a part of this committee as well. Committee members should be volunteering as to what responsibilities they would be willing to do and identify who is willing to do what.

C. Baxter: What has frequently worked is if someone from this Steering Committee, including those not here tonight, could be a point person for one of the areas. It spreads the wealth, as far as talent, and allows you to call on other members of the Steering Committee or other people in town that may be interested or are participating. It doesn't mean if you sign up for a role you have to do it all. It is a coordination role. Sharon and I are willing to work with you and guide you. It would be ideal if someone could take a task as the point person.

M. Miville: Think about what you are good at and what you want to contribute. Who would like to do the Invitations and Programs, Publicity and Promotion, Registration, Food, Logistics of Site, Small Group Discussion Leader Coordinator (there will be a meeting for these volunteers a week before). What are the ice breakers?

C. Baxter: The ice breakers are the activities to do at the beginning. Maybe at these meetings or at the event itself. It may be introductions or asking a fun fact about people.

M. Miville: We also are looking for Child Care and Transportation, Photographer, and following the Community Profile event people to implement the ideas. If anyone would like to volunteer. We thought the liaison would perhaps be someone from the community who is already good at that and we were thinking of asking Kathie Northrup or Jim Sullivan to provide those town statistics for the liaison and statistician.

J. McDonald: I thought that Todd was going to be asked.

M. Miville: Todd would be for the first one, to keep local officials informed.

C. Baxter: On Friday night, there is something called a Mosaic and Vision, and following that is a historical overview. Kathie Northrup's name came up regarding the historical overview. It may be slides, photographs, or a time line. That will be part of the introductory section on Friday night.

M. Miville: Kathie would be perfect for that role so we are going to ask her to do that.

M. Horne: I am not a designer, but if people have design skills I could try to take that on.

J. McDonald: Mike, I would like to work within the invitation and publicity and was wondering if we could share those responsibilities.

M. Horne: I have a lot of notes and ideas on publicity.

J. McDonald: Perhaps Mike and I could do both of those.

M. Miville: Is anyone interested in publicity and promotion? I have written letters to the editor in the

past and I could do it again but I would like to see if anyone else is interested.

C. Baxter: I think Joan and Mike said they wanted to combine those.

M. Miville: So you want to combine those two?

J. McDonald: I don't get into the local media. You are good at that.

C. Baxter: It also may be a publicity plan that we parcel out to various other folks. We have sample news releases that we can take ideas from.

M. Miville: Joan, you are not interested in doing any letters to the editor?

J. McDonald: No.

M. Horne: Between Joan and myself we will cover the invitations and programs.

C. Baxter: We can also meet with you to do a plan.

S. Cowen: I want to reiterate that high school age kids feel welcome to come. We have seen in other communities two ways of doing this. One is reaching out to the school. In this case, because Hooksett kids go to other high schools, it may be difficult. The other option is to let parents know that their teens are invited to come.

J. McDonald: They are good designers as well.

M. Miville: Yes they are. Sarah and Ashley, do you have the social media market.

S. White: Yes, we can do that.

M. Miville: Next is registration, handling RSVP's, and monitoring diversity of responses. What is monitor diversity of responses?

C. Baxter: Keeping track of who is coming and recognizing a group of people who we may not have enough of such as young moms, seniors, etc.

M. Miville: Coordinate calls to encourage attendance and setting up and running registration tables. We can have more than one person doing a table. Is anyone here willing to do this?

J. McHugh: I would.

M. Ouellette: I would.

J. McHugh: Where it says “coordinate calls to encourage attendance,” I think that will be one of the big things because some people don't know what a Community Profile is and some people feel their

input is not valid. I think if you want to have a true picture of what people want this community to look like, it behooves us to make sure that we not only have the diversity, but that we encourage all people to attend.

M. Ouellette: How do you handle RSVP's?

S. Cowen: I have seen people use Event Bright where it is done on-line. Someone could investigate that. I am not sure if there is a charge. That might be an easy way to do it and you can put things on there such as child care and transportation and have questions to cover the demographics of it. Charlene, do you know of other ways?

C. Baxter: I don't, but we could look into that. I wonder if the Community Profile itself can have a web page. Maybe on the town site people could indicate they want to register. I think Peterborough may have done that. Let me do some research on what has worked well.

M. Miville: Maybe a facebook page. I also thought of the newsletter format the town has. An email address distribution list where you send things out when there are meetings to be held or notices are sent out. People have to sign up, but we already have some of the registrations to send something out.

J. Duffy: The newsletter goes out with the tax bill.

J. McHugh: What if someone went around to different groups. Not everyone would probably get an invite, but if they belong to a group, and those people are having a meeting, there could be someone to invite them and make note of the date and time.

C. Baxter: We can develop a flyer that has all of the information and a tear-off so people can use the mail.

M. Horne: I wonder if some people want to send an email and don't want to use the mail. Some groups are the Hooksett-ites, HYAA, the Scouts, Deer Head Club, Library, Churches, Condo Associations.

M. Miville: Next is the food. Once we decide how we will coordinate that, do we have anyone who will coordinate how that takes place. Maybe we can hold off on that until the people who are missing are here. Maura has the site set. What about the small group discussion. Who wants to lead the leaders?

C. Baxter: All of you need to go away from this conversation and think who you know that might be willing to do that. We will have a meeting for them. They have to go through a process for their small group and bring it back to the large group. It may be someone from Conservation or Town Council. It would involve a training evening and attendance on Friday and Saturday. Some of you would be good at doing this, but we would rather not have only people that are on Steering Committee. It is fun to do.

M. Ouellette: We had a round table discussion, so we might have people who are experienced in doing this.

J. McHugh: They might be partially trained and be good at doing that.

M. Miville: Worst case scenario, I would be able to jump into that.

S. Cowen: You need about 20 people to do this.

M. Miville: I don't find a problem finding 20 coordinators.

C. Cronin: I don't mind being a scribe leader.

M. Miville: Think about being a coordinator.

C. Baxter: There is a person from Cooperative Extension who will do the training. We just need a room to be available.

C. Cronin: I could do that.

S. Cowen: In terms of facilitators, this was a role in Washington, NH that the young adults took on. Another way to look at it is to recruit younger.

J. McDonald: Did you say 20?

C. Baxter: Yes. Ten people to lead the discussion and ten to scribe. they can trade off as well.

S. Cowen: You might need some alternates.

C. Baxter: There is a job description of what the small group leaders do.

M. Miville: Next is child care and transportation.

A. Houde: Would we be able to arrange a room to do that at the school? Close to the parents but separate.

M. Miville: Ashley and Sarah, would child care be something you would be interested in doing?

A. Houde: Yes.

S. White: I would be as well and we could ask the Key Club if they could help.

M. Miville: I think more younger people would come if they could bring their children. What about transportation? We could make a check box and see who could provide that.

M. Horne: Maybe we could get a van from Merchants.

J. McHugh: Steve Singer is very accommodating.

M. Miville: He does a lot of auctions and raffles. Do these events engage in those types of things?

C. Baxter: The most successful have been the ones where the prizes are given away at the end to entice people to stay.

M. Miville: Is anyone interested in being a photographer? Would anyone like to coordinate that? What about Ryan O'Connor.

C. Baxter: Is there a Photography Club at school.

S. White: They have a class. I took a photography class and could take pictures if necessary.

C. Baxter: Last time we met we showed you a video about a Community Profile. That video was done about 12 years ago. Cooperative extension has a grant to do updated videos. They have hired a videographer who is going to come to your Community Profile and use that in the next video. That person also wants to come to one of our Steering Committee meetings to include that and probably the small group facilitator trainings. That will be good for Hooksett. They have tape from some of the others but they want to feature Hooksett.

M. Miville: We have filled in most of this except for food and small group discussion coordinator, which we will look into at our next meeting. We have other members who may wish to contribute. We also want to talk about publicity planning and Old Home Day. It is Saturday, September 20. We thought if we were going to reach out the public, Old Home Day gets a lot of people from the town to come out. I would like to talk about the logistics about getting this accomplished. Dr. Shankle has offered space in their Town Council booth in addition to their own things. I think we might take turns walking around to pass out flyers and talking to people. We may want to have posters. I am not sure what the town has planned but their main topic is the bridge closing and they wanted people to know that in advance and how that will be configured.

J. McDonald: You would need preliminary pieces of information.

M. Miville: Yes. We need to coordinate that between now and next week and how we will man it.

C. Baxter: What are the hours?

M. Miville: The parade starts at 10:00am. Another idea was to have people from the Committee actually be in the parade. We would need to contact Carrie Hyde who is coordinating Old Home Day and see if we can get into that parade.

C. Cronin: There is some outreach information in the last Community Profile report. They talk about marching in the parade, almost weekly articles in The Banner and The Union Leader, emailing friends and neighbors to get the work out and asking for volunteers. The highlight was marching in the Old Home Day parade with committee members answering questions and handing out UNHCE brochures on the community profile process. They also mailed brochures to registered voters, the different Boards and Commissions, and sent emails so mailing lists might be something to think about. It looked like a

proactive approach.

M. Miville: We are going to need a lot of flyers.

C. Baxter: If folks come back to the September 4 meeting with as much information as possible so that we can generate a flyer, that will be available to hand out on September 20.

M. Miville: The majority of the town shows up for that. There are 14,000 people, but maybe we can ask Carrie for an estimate.

J McDonald: The road race is before that as well.

S. Cowen: There are folks that readily come to things and folks who don't. You want to try to engage the folks that normally don't come and get them to feel welcome. The personal outreach will be critical.

C. Baxter: I am thinking about Mike and Joan, and the publicity, because Trisha and Patrick are relatively new comers and they came to our meeting. You may want to ask them and try to find out what would make them, and their peers, want to be involved.

J. McHugh: It is important to make people feel that everyone's point of view is valid. A lot of people are hesitant to come forward because they feel like other people carry the day and that their opinion doesn't count.

C. Baxter: That is the making for a great letter to the editor, newsletter with the tax bill, or the town website.

M. Miville: All opinions matter and you would be surprised how many people feel that way. It is important to express all opinions.

J. McHugh: Sometimes people that usually don't attend things come up with ideas that no one has thought of, and that is always a great thing.

M. Miville: Maybe one or two posters and a lot of flyers with the same designs.

J. McHugh: We need to schedule people's time. I think it is a lot to expect someone to be there all day.

M. Miville: We can reach out now with the people that are here.

C. Baxter: What are the hours of the event? Does the parade kick it off?

M. Miville: Yes. People parade by the Veterans Park, come up Main St. and then congregate here. There is a race before that and it is well attended. By 12:00pm the place is crowded. It typically ends at the fireworks. A lot of the vendors pack up around 5:00pm. There is also a chicken bbq and ribs.

J. McDonald: UNH can generate a flyer?

C. Baxter: We can bring a draft for the next meeting and have you suggest how you want to change it.

J. McHugh: I think that is a good idea.

C. Baxter: Then we can have a sign up for the hours.

M. Horne: The trouble with flyers is it is politician season, and they might not be looked at.

J. McHugh: If that is the case, I wonder if the posters and banners would be worth putting up to save the date?

M. Horne: That would be after the elections.

J. McHugh: You make a good point of people disregarding things. The tax bills going out might be a good place to put a reminder in there.

M. Horne: Or with other town news.

J. McHugh: We play a small part in The Banner these days.

M. Miville: It seems to be what citizens contribute to The Banner is what they publish.

J. McHugh: Is it possible to have something like that to go with the tax bills?

J. Duffy: I will find out when the tax bill are anticipated to go out.

J. McDonald: I find it sheepish to go with the tax bill because people don't like tax bills. If it is put in a positive light maybe?

J. McHugh: Anyone who was on the CIP Committee can tell you about their experience in prior years when they didn't employ the newsletter.

M. Miville: If you don't reach out to the public first explaining what Capital Improvement programs are, and tell people in advance why the town needs the money, things often don't get approved. It is about education in advance. It is important to reach out. Proper wording is important.

C. Baxter: Does the town has separate resources to attach a separate flyer? We don't want something to have a negative connotation. It would be ideal to have a separate mailing to all households if the resources are available.

J. Duffy: I think the second tax bill depends on when the tax rate is set. This past year it took longer than expected. The tax collector thinks it might take longer this year.

C. Baxter: I am thinking a separate mailing. We have an administrative assistant that is talented and

gifted so we will ask her to come up with something.

M. Miville: The Town Seal and Cooperative Seal would be great on it. We discussed the Old Home Day logistics and we can work on that more on September 4.

C. Baxter: I think the meeting schedule is important and the training date.

M. Miville: In coordination with this meeting, we realized there are a few dates we want to go over and see if everyone is available to attend. We are thinking of staying with Thursdays or if there is a day you could make it better, we would like to know that. We have established some dates: September 4 and 25, October 9 and 23, and November 6 which is the day before the events and then the event on November 7 and 8.

M. Horne: Election day is November 4.

C. Baxter: The small group discussion leader training, we talked about the possibility of that being the week of October 27 instead of the week of the event itself.

M. Miville: The coordinators, scribes, and Cooperative would figure out how that should be taking place.

C. Baxter: If you want to maintain things on Thursdays, it could be October 30 instead of clumping it into the week of the event itself.

M. Miville: Please check your calendars. The only conflict I see is October 23 which is typically one of the first Budget Committee meetings, and the Superintendent of Schools and the Town Administrator come to do a budget overview. We may be able to reschedule that to a week earlier or later. I might suggest we meet a different week depending on the availability of the Superintendent and the Town Administrator.

C. Baxter: Is there a chance you will know more two weeks from now?

M. Miville: If I need to tweak the Budget Committee calendar I would prefer to do that. Is there any information that you need to understand the process to see how we are proceeding?

S. White: You were saying technology and social media play a large role. As part of that could we make a twitter account to spread it to the younger audience?

A. Houde: We could set up a facebook page.

M. Miville: That would be great.

C. Baxter: If you would like to take a look at the video you can click on extension.unh.edu click on "Community" and then "Community Profile."

*J. McHugh motioned to adjourn. Seconded by M. Horne. **Motion carried unanimously.***

Meeting adjourned at 7:38 pm.

Respectfully submitted by,

AnnMarie White
Recording Clerk