

Official

**TOWN OF HOOKSETT
Community Profile Committee
Town Hall, Council Chambers
Thursday, September 4, 2014, 6:00 pm**

MEETING CALLED TO ORDER AT 6:05 P.M.

PRESENT: Mark Miville (Chairman), Joan McDonald, Joanne McHugh (arrived at 6:35pm), Todd Rainier, Charlene Baxter, Sharon Cowen, Maura Ouellette, Mike Horne, Tom Young (arrived at 6:12pm), Sarah White, and Ashley Houde

EXCUSED: Andrew Zanotti, Todd Lizotte, Rob Duhaime, Trisha Guglielmo, and Patrick Guglielmo

STAFF: JoAnn Duffy (Town Planner) (arrived at 6:23pm) and Carolyn Cronin (Assistant Planner)

WELCOME AND PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

May 22, 2014 Regular Meeting – *T. Rainier motioned to approve the May 22, 2014 regular meeting minutes. Seconded by J. McDonald. Motion carried unanimously.*

June 19, 2014 Regular Meeting – *T. Rainier motioned to approve the June 19, 2014 regular meeting minutes. Seconded by M. Horne. Motion carried unanimously.*

August 21, 2014 Regular Meeting – *M. Horne motioned to approve the August 21, 2014 regular meeting minutes. Seconded by M. Ouellette. Motion carried unanimously.*

C. Baxter: We will look at the packet that I gave you tonight. The primary purpose of tonight is to anticipate Old Home Day and talk about other publicity. Joan and Mike were working on that. In your packet are sample fliers and postcards for you to look at for ideas for publicity.

M. Miville: Mike or Joan, do you have any thoughts?

M. Horne: The event is posted on our website calendar.

C. Baxter: Some places used the town seal to make the materials more official. The Peterborough materials were more expensive because they used a photograph. It is entirely up to you as to how you want to use these materials. The caveat is the necessity to have a flyer ready to hand out for Old Home Day.

M. Miville: The smaller one might be a good option.

C. Baxter: Some of the flyers were designed to go in the mail and some were designed to hand out.

M. Horne: I would suggest an 8 ½ x 11 sheet of paper, cut in half for efficiency. That would stand out from the rest of the mail.

C. Baxter: Some of these were printed in Concord.

T. Rainier: The state prison does a great job with printing and they are inexpensive.

C. Baxter: It is important to have a track toward some product to use.

M. Miville: We should come up with a plan. Joan do you have any thoughts?

J. McDonald: I think we can clone the materials. The issue is the time line. Maybe 10 business days. We need a seal, design, wording and approval in one week.

T. Rainier: The non-colored seal is what Dr. Shankle would prefer to use, but we need to get his approval.

C. Baxter: That can be used on all the material so there is a “brand” that gets carried through.

J. McDonald: We will have the parade and a booth at Old Home Day. What pieces do you want in your hand when you are standing there all day. We talked about a banner, but we need this in two weeks. Is the monetary cost worth it? Can we use it in other places? What else will we have at the booth?

M. Miville: Charlene, what is your perspective.

C. Baxter: Barrington did not have a banner. They had big sandwich boards they place at various locations around town. Staples can do banners within a day. The sandwich boards are an option also.

T. Young: Pepsi Cola could probably do one if the town would like them to.

T. Rainier: That would have the logo on it?

T. Young: That is why I am asking.

M. Miville: Tom, do you want to look into that?

T. Young: Yes, if that is what you want to do.

M. Horne: Is there a budget? We need to know what we have available.

M. Miville: The only thing we know is what the co-op can contribute.

C. Cronin: Dr. Shankle said he could kick in some budget as well, but did not specify how much.

T. Rainier: If we are not going to get an answer today, let's come up with a couple of ideas of what we want to do.

M. Miville: I agree. What are everyone's ideas?

M. Horne: I would skip the mailer until after the elections.

M. Miville: I like the color on one side. Does the mailer cost less?

C. Cronin: Yes, but my concern is that it might get lost and be too small. JoAnn said a mailing to all households around Oct. 1 was possible.

J. McDonald: I was looking at the parade and booth because that is our priority. I like the fold over because it is half the size and people can hold it more easily. And also the mailer.

M. Ouellette: What about the mailer in a different format?

T. Rainier: How much money do we have?

J. Duffy: I asked Dr. Shankle if there was money for mailings and such and he said yes, but he did not specify how much. Evelyn was looking into the price. She put a call into the post office and is waiting to hear back.

M. Miville: Today we are focusing on Old Home Day and on printing. I spoke to Jason Hyde and he did not think adding us to the parade would be a problem.

M. Horne: Can we run something black and white though the copier that is here for Old Home Day?

J. Duffy: Depending on the number of copies we could run them upstairs.

C. Baxter: It is much less to print the black and white instead of the photo. I am not advocating just stating the difference.

C. Cronin: For Old Home Day, I think the best thing would be a post card size because people can carry it easier or put it in their pocket. I think people would be more likely to take something smaller.

T. Young: That would be great because you can print four per sheet.

M. Miville: I like that size as well.

C. Cronin: I like the idea of the booklet at the booth.

T. Young: It is good to keep it small to get it out to people.

J. McDonald: It will save on printing costs.

J. Duffy: I think Kathie Northrup has some good pictures.

M. Horne: There was one on the town report that was nice.

M. Miville: I like the idea of a picture of the center of town.

A. Houde: I like the small one as well.

M. Horne: I like the small one. It should say save the day, or join us. Something simple. Maybe have a website or URL.

There was a consensus to have a photo on one side with a description of the event on the back.

J. Duffy: Kathie Northrup has most of the photos.

M. Miville: I spoke with Kathie today and she is willing to do the mosaic for that night.

T. Young: Can you call her for Old Home Day?

T. Rainier: If we have extra they will be made use of.

J. Duffy: If you do a ream of paper that would be 500 sheets and we can cut them to make 2,000 flyers.

M. Miville: I was thinking we could have some at election day as well.

T. Rainier: They are thinking between 1,000 and 2,000 people will show up for election day.

M. Miville: Is it too late to get something generated for next Tuesday? I will stand there all day to pass them out. Do you want color?

J. Duffy: It isn't that expensive to run color upstairs on the machine.

M. Horne: You can give it to the voters on the way out.

T. Rainier: The November primary is the week of the event so we want to make sure there are flyers there as well.

M. Ouellette: It isn't a lot of money for the ream of paper. It is the labor.

J. Duffy: It will be a lot less expensive if we do it in house.

T. Young: We have to find a photo and set it up as a four piece front and back.

M. Horne: What would you like it to say?

C. Baxer: My recommendation is that you have a word like “envision” or “vision forum”.

J. Duffy showed the Steering Committee a T-shirt that stated: “A Shared Vision, Hooksett, NH” with sponsored agencies listed on the back from the last Community Profile event.

S. White: When I hear vision forum, young people might not be interested. It sounds like something different from what we know.

M. Horne: What about “Planning Hooksett's Future.”

J. McHugh: How about “Our Town, Our Future.”

M. Ouellette: “Hooksett 2014 Shared Vision.”

M. Horne: “Hooksett's Future.”

A. Houde: I like, “Our Town, Our Future.”

S. White: I like that one as well because it involves everyone.

J. McHugh: You could put on the bottom front “Forum” with the date and times.

J. McDonald: I am not sure forum means much. Sarah and Ashley what do you think?

S. White: I think forum would be just another word to the younger people. You could put a slogan and the dates and that will make people want to read it and look into it more.

M. Horne: What about “Hooksett, Our Town, Our Future.” “Share your Ideas for the Future of Hooksett.”

S. White: That will entice people to read it.

There was a consensus for the flyer to read: “Hooksett, Our Town, Our Future” with “Share Your Ideas for the Future of Hooksett” at the bottom.

C. Baxter: I think there is value to including the dates because then they will realize it is an event.

M. Miville: Can we come up with a synonym for forum?

J. McDonald: I thought we were saying community profile?

T. Rainier: “Hookett, Our Town, Our Future,” then the dates under.

M. Miville: On the bottom, “Share your Ideas for the Future of Hooksett.”

There was a consensus for the flyer to read: “Hooksett, Our Town, Our Future,” with the dates under, and “Share Your Ideas for the Future of Hooksett” at the bottom.

M. Miville: Did you confirm the hours?

M. Ouellette: Yes. On Friday there is a custodian there until 10:00pm so there would be no fee. On Saturday there would be a fee but I am not sure what the fee would be.

J. McDonald: They have to guarantee them so many hours.

M. Ouellette: We were talking about 8:00am-3:00pm.

C. Baxter: We have a couple of ideas. I am proposing 5:30pm to 9:00pm on Friday. Barrington ended at 1:00pm with a cookout. Asking people to give up a lot of time is hard, so we are going to try to tweak the agenda to end at 1:00pm. Peterborough went from 8:00am-1:00pm on Saturday. It includes morning refreshments and lunch at 1:00pm.

M. Ouellette: In your experience how much time do you realistically need on Saturday?

C. Baxter: We used to go until 2:00pm.

T. Young: What if we don't have lunch but do a larger breakfast, with snacks, and then we could end at 1:00pm?

M. Miville: We talked about having auctions as well.

C. Baxter: Door prizes at the end is a good idea. Maybe you could do a free community breakfast.

S. White: Are refreshments at 8:00am?

C. Baxter: Yes, 8:00am for coffee and refreshments.

T. Rainier: Will it be a half hour for breakfast?

C. Baxter: I would say 8:00am-1:00pm and we can make that work and have door prizes to keep people there.

J. McDonald: Saturday is the only day some people have, and they may get up and go in the morning, so we should offer them something.

C. Baxter: Coffee and morning refreshments.

M. Miville: If we say free community supper we need to conclude what we are going to do for that.

J. McDonald: Is a spaghetti supper realistic?

J. Duffy: Yes, as long as we have a kitchen.

M. Ouellette: We would have to have someone in the kitchen and that would cost money.

C. Baxter: Other towns got people to donate pizza and salad.

S. Cowen: What about RSVP's?

C. Baxter: Barrington had gmail.com. Something like that could come to Carolyn or JoAnn's website.

M. Ouellette: Can we have a link from the town?

J. Duffy: I can find out.

M. Horne: What if we see if hooksettsfuture@gmail.com is available and we can set one up?

C. Baxter: An RSVP date is needed. A week is recommended. Probably by November 1.

S. Cowen: They should RSVP if they need child care and transportation as well.

C. Baxter: We can talk about doing a website at the next meeting.

M. Miville: We should have a check off for child care and transportation.

C. Baxter: I have feed back from other communities on that but we can figure out the details later.

M. Miville: What about the rest of the writing on the sample?

C. Baxter: I would direct you to the language on Barrington's as well and trust Joan and Mike if you need this by Tuesday for election day.

J. McHugh: Are we going to put the town seal on the card?

C. Baxter: I don't think you will have room for it.

M. Ouellette: If we have the event time from 5:30pm-9:00pm what time do you want the facility?

J. McDonald: Friday from 4:00pm-10:00pm and Saturday from 7:00am-2:00pm.

M. Ouellette: I will ask for those times and the kitchen. I have not asked for the kitchen yet.

M. Miville: Do you have to hire someone for the kitchen?

J. McDonald: Yes, and there is a fee.

C. Baxter: I would reserve it just to have it. Joan and Mike, I can help to finalize the flyers.

J. McHugh: We should get everyone's email so everyone can take a look at it.

M. Ouellette: Are you going to want help cutting the flyers?

M. Horne: What does the town have for cutters?

C. Cronin: The old fashioned kind. We can order stock paper if that is what you want to use.

J. Duffy: We did that for the village forum.

M. Horne: You have election day and Old Home Day. Make enough for election day and do more for Old Home Day.

M. Miville: I will stay at the polls as long as I can.

J. Duffy: If you get permission from the moderator you can put them on the table.

T. Rainier: We have permission to only have them outside.

M. Miville: They like to have them outside.

C. Baxter: We can start to have people sign up that they want to come. You can do that at the booth. Sarah and Ashley had some ideas about social media.

S. White: We have had time to think about it and this weekend we can begin to work on setting up a page on Twitter and Facebook.

C. Baxter: As soon as you have that share it with Joan and Mike so that it can go onto the sandwich boards.

S. White: When you do a Facebook there is no character limit but for Twitter there is.

A. Houde: For Twitter you have the name of the account and then you can do a biography.

S. White: We could do "Hooksett's Future" and then for the biography there could be the slogan and a description for what it is with the dates and you can tweet information. In the biography of Twitter you can link the Facebook page and the website.

M. Miville: That sounds great.

C. Baxter: There is a media release I can give to Joan and Mike that would help. I was also encouraging letters to the editor right after Old Home Day. If people could sign up and do a rotation to keep in front of people's eyes that would be great. Dr. Shankle also has a column in The Hooksett Banner that he could put it in there. Is anyone willing to do one so the paper has it by a week after Old Home Day. If two people could volunteer then we could do a rotation.

M. Miville: I would write one.

J. McHugh: In the Union Leader or Hooksett Banner?

C. Baxter: Both.

M. Horne: We could send one to the Concord Monitor as well.

M. Ouellette: I will do one.

C. Baxter: So Marc and Maura will do the first two. I am going to do a check in. Mike and Joan, what else do you need in the next couple of weeks for publicity and promotion?

J. McHugh: We need to set up a time line for the deadline for the things we need to accomplish.

M. Miville: I agree for Old Home Day and beyond that.

C. Baxter passed out a Steering Committee checklist and time-line for review.

M. Miville: We need to establish a budget. JoAnn, are you going to talk to Dr. Shankle about an exact amount?

J. Duffy: Yes, I can do that.

T. Rainier: He might want some guidance on what we are looking for.

C. Baxter: Maybe you can let JoAnn and Marc know when you have awareness of any expenses and what resources will cost so you have something to go by.

M. Miville: Do we pay the janitor?

M. Ouellette: Yes, for Saturday only if they do not usually work.

C. Baxter: You can ask for sponsors if you are willing to recognize them. For the next meeting you could set up a task list for soliciting sponsors for food and door prizes. I will get some information on what other towns budgets had been. I gave you a list that has roles on it. At the last meeting some of you took on responsibilities and I would look at what comes under what each person signed up to do

and try to move forward. We can discuss who is going to do the welcome. The welcome could be the Town Administrator, Marc as the chairman, or the large group facilitator. Just because you are coordinating does not mean you have to do it all. We have not had anyone sign up for food but we can talk more about that the next time. For childcare we talked about the PTA and Key Club.

S. White: I talked to the head of the Key Club and she said if I write something up she will read it and have a sign up sheet that she will give back to me to pass on to you.

C. Baxter: According to other profiles there are very few takers, but it is good to have it. Same with transportation, but it is a gesture saying we want people to come. If that is in the RSVP you will be able to tell how many people would like those services.

T. Young: There is liability associated with the transportation. I think it is a nice concept but I don't know if we are in a position to provide that.

M. Miville: We talked about that being an option for senior citizens who would not be able to attend otherwise.

J. Duffy: Is liability the only concern?

T. Young: Yes.

J. Duffy: I remember at one point they had school buses provide transportation.

J. McHugh: If we find out seniors need a ride, for example, we could pair with them with someone who could provide that.

C. Baxter: How do they handle transportation on election day?

T. Rainier: The town is not involved.

C. Baxter: Other towns have linked people with someone who live close to them.

M. Horne: I think we should try to work it out.

C. Baxter: You could say childcare, but not transportation.

M. Horne: Then we are hurting the demographic.

T. Rainier: We want people there for Friday night and Saturday morning.

M. Horne: I think we should try to make every effort to make it happen and if we can't let me know.

C. Baxter: You can say "Let us know if you need childcare or transportation" on the RSVP.

T. Young: What is your plan of action if they say they do?

M. Miville: I think we can look at the registration and if there is someone in the area and we can try to get them in touch with each other.

C. Baxter: We had talked about photography?

S. White: I have a camera but I also know someone who is great at taking pictures. I cannot guarantee anything but I will ask.

M. Miville: Charlene did you say you have someone to video tape this?

C. Baxter: Yes and I think they will be coming to the next Steering Committee meeting to get some video. We can figure out set-up and clean up the next time we get together. Todd and Tom you might want to be a part of that. We will have to get the time-line and plug in day-by-day what needs to be done. I gave you a sample agenda to look at to identify the time frame for the event. We will give special thanks on the program to anyone who donates and the Steering Committee. We will come back at the next meeting with a new time frame.

M. Miville: Should we create something if anyone is willing to donate?

C. Baxter: I would say ask for donations of things that you need for this event.

M. Miville: Such as gift certificate for supermarkets?

C. Baxter: At Old Home Day keep your eyes open for that type of thing and you might be able to get ideas.

M. Miville: We can also ask the vendors at Old Home Day.

J. Duffy: We should narrow down what we want for food.

T. Rainier: We can bring everything in or prepare things on site.

M. Horne: My concern is that we will have people in the kitchen that could be doing other things.

C. Baxter: What do you think the possibility is of getting pizza and salad donated.

T. Rainier: Very good. We have a lot of pizza places in town. I was leaning toward pizza but wanted to nail it down.

M. Miville: Saturday snacks could possibly be donated by a supermarket.

S. White: Pizza is easier to feed children as well.

C. Baxter: Regarding the small group discussion leaders, start to think of an invite for people to be small group discussion leaders. You or someone you know might meet the criteria. We will need 22. There may be staff from the Town of Hooksett who may be good at this and I will ask from cooperative extension. There are two dates that are the week before the profile on Oct. 27 and Oct. 30. If you can choose one of those dates we will set up the training.

M. Miville: October 27 was the preference for the date.

C. Baxter: I will get that date set up.

M. Miville: Should each of us come up with a list of a handful of people? Between all of us we will get the amount of people we need.

S. Cowen: You would also get little committees for registration and things like that.

C. Baxter: Carolyn, you had said you wanted to do the coordination. However Sue Cagle will be doing that and you can be one of the facilitators. We have a leader who is a person on our staff. We need facilitators.

S. White: How is that chosen? I am interested in being one of the facilitators.

C. Baxter: We will have a list of people who are interested and then the night of the training there might be some preference. Each group will have two. They can trade off if they choose.

S. Cowen: The people who are the facilitators and scribes have to be objective and cannot contribute.

C. Baxter: We need 22 on Friday and on Saturday there were be a smaller group so some people can facilitate on Friday and sit at a table on Saturday.

M. Miville: What about visiting town groups to advertise? That is a huge task. Should we assign people to do that to spread out responsibilities.

M. Horne: We could send out a group email and see who might be interested.

C. Baxter: I have a sample email I can show you as well.

J. McHugh: You did send an email to me regarding that. I was thinking of referencing the community booklet that we get. That is a starting point.

T. Young: If you are going to be a speaker the Hooksett-ites is probably your best option, because they meet more often. A lot of groups meet less frequently and have speakers lined up ahead of time. We could see if they would say something about it even if they don't let one of us speak.

M. Horne: What about creating an electronic file to email out?

T. Rainier: Kiwanis has a newsletter.

M. Miville: Is it possible to find when the organizations meet?

T. Young: Can we put this flyer together this week and send it to the officers to see if we could come in to speak.

J. McHugh: We can also ask if they can make an announcement if we are not able to make it to the meeting.

T. Young: We could also send an electronic version of the email.

J. McHugh: You can also leave copies at the library.

S. White: At the library they have a television that displays upcoming events.

M. Miville: I wonder if they would be willing to put it on the outside board as well?

C. Baxter: Research shows that it is best to message this in a lot of ways so people will see it.

T. Young: May I also suggest the Chamber of Commerce.

J. Duffy: They are having a meeting on Monday.

M. Miville: Can we get something together by then?

J. McHugh: The American Legion as well.

C. Baxter: If you do an 8½ x 11 sheet of paper, my suggestion would be to give each person 20 to pass around town.

M. Miville: That would be to pass out to the businesses?

C. Baxter: Yes.

T. Young: What do you want on the poster which would be 18 x 24?

C. Baxter: A lot of time you see this sign posted on community bulletin boards. It is harder to find a place to post a poster.

T. Rainier: Those community boards are busy.

M. Miville: We need one poster on an easel for Old Home Day.

T. Young: Could we send something home with students?

C. Baxter: After Old Home Day you will get more information on publicity and we will have the budget. You have a plan from now until Old Home Day and then how to take it after Old Home Day is something we can figure out when we are together at the next meeting. The next meetings are Sept. 25, Oct. 9, Oct. 23, and Nov. 6.

M. Miville: How about one poster size for Old Home Day. What about the parade? Are we going to hand out flyers?

J. McDonald: Did anyone sign up to be there?

C. Baxter: If some of you will be at Old Home Day you can each take an hour.

T. Young: What do you need on the banner?

C. Baxter: “Hooksett, Our town, Our future, Friday evening and Saturday, November 7 and 8. All community members are invited to attend.” Who is willing to carry the banner and spend time at the booth?

J. McHugh: I can do the afternoon.

C. Baxter: How about if you send Marc your availability.

C. Cronin: I can volunteer for the morning.

T. Young: I can do the afternoon.

T. Rainier: I won't be available.

J. McDonald: I will type up the flyer and email it out to everyone.

J. McHugh motioned to adjourn. Seconded by T. Rainier. Motion carried unanimously.

Meeting adjourned at 8:06 pm.

Respectfully submitted by,

**AnnMarie White
Recording Clerk**