

Henniker Community Profile  
Steering Committee Meeting – February 9, 2009  
Final Meeting Minutes

Present: Amanda Gilman, Lia Houk, Martha Sunderland, Jim O'Rourke, Lori Runksmeier, Chad Carter, Rebecca Maccini, Barbara French, and Michelle Gagne, Cheryl Morse.

Call to order at 6:30pm  
General Business

1. Welcome. Four members of the committee were unable to attend.
2. Minutes from January 9, 2009 were approved.

3. Right to Know Law:

Discussion about minutes and posting of meetings: We need to take minutes of the meetings. Sub-committees also need to be publicly posted and minutes need to be taken since this is an official town function. Amanda will keep the minutes and the agenda. Make sure that the town secretary is on the receiving end of all the minutes so it can be posted.

Action: Cc: Nicole regarding all meetings, including work meetings. Contact Amanda if one of these meetings comes up and she will address what needs to be done to make it publicly known. Amanda is also keeping email record of all correspondences.

4. Funding/donations:

We received \$500 from the town. We need to approve spending out of this and keep a budget. A check will be reimbursed from Peter Flynn regarding this. Get receipts when you spend money.

No word on donations. We expect to receive some word soon.

5. Marketing:

a. Town Report: The town report status update was completed. This little blurb goes in the town report as a status report of what we have done as a committee. We also have publicity on the back cover.

b. Poster: 30 copies will be made. The poster was approved heartily. It was recommended that on the poster, it should say that childcare is available and transportation may be provided. Recommendations for placement: churches, libraries, businesses, Henniker Community School, and the town buildings.

The posters can be put up immediately.

c. Press Release The Villager: Chad presented the press release for The Villager. The committee was asked to review and approve. (Henniker is the only community to do their profile again, the last time was 1998).

Action: The profile committee reviewed the press release, recommendations were made, and Chad will call in the changes for the press release to The Villager, send it to Amanda to approve so it can be sent out. Some names will be put in The Villager for contact information, along with the information about childcare and transportation.

d. Flyer: Chad presented the flyer for review and recommendations were made for some further specifics. Mailing would be \$156 to print it on legal paper for 1,000 copies, available in white, blue, ivory, or pink. The committee recommends pink paper. 2200 copies would be needed to mail it to all postal patrons in town and this alone would be cost prohibitive, without even considering the cost of postage. We will need to canvas the flyer, or stand at Edmunds, the Post

Office to hand it out. We can also leave stacks of it in places around town. It will also be handed out at town meeting.

Food information on the flyer needs to be tightened up and include a response card as far as what specifically is being brought for the spaghetti dinner, a salad or side dish, or dessert.

Divide by last names: A-L, salad or side dish; M-Z dessert.

Action: Chad and Amanda will take care of the flyer.

e. Marketing Timeline:

Next things to look at are: letters to the editor. It was recommended that Barbara write the Letter to the Editor. Action: Barbara will write the letter. Amanda will get to Barbara some information about the Profile, and Barbara can connect with Amanda about the letter.

Action: Talk about Letters to the Editor at the March meeting. Jim will talk to Jim Gleason about writing a letter to the editor as well.

f. RSVP at Town Hall. Action: Amanda said that she would check on this.

g. School Newsletter. Can tri-fold be put in the newsletter unfolded?

Action: Find out if this can be done and consider another 1,000 flyers. Amanda will e-mail Jim Crane and ask if they will do it.

h. Church Newsletters. Action: Cheryl will check with St. Teresa's and Rebecca will take care of the Congregational Church.

Action:

Getting information out at the Town Meeting and general marketing information will be discussed at the next meeting.

Michelle will e-mail the whole list of people whom the people on the committee will contact. This list will be addressed at the next meeting.

6. Outline individual marketing strategies

a. Phone Scripts: The script will be passed around by e-mail and this will be discussed at the next meeting. Discussion about when to make the phone calls ensued. It was generally agreed that the phone calls should be completed by March 31<sup>st</sup>.

b. Flyers – see under marketing above

7. Food Committee

Cheryl will meet with others and will try to have enough food for 200 people. Jim Crane has contacted some folk to help. There may be some monies to spend on the food after the money is spent on the flyers. \$200 may be available for food.

Action: Cheryl and Amanda will connect about the food.

8. Childcare: We need to find someone to do childcare. Discussion about the teens available through the teen center who are being trained to be babysitters. Contact is Shawna Mitchell. Amanda may contact NEC also.

Action: Amanda will contact Shawna and NEC to find out any teens/young adults for childcare.

9. Transportation. We will find volunteers and will deal with it as the requests come.

10. School: Jim did the official forms to be able to use the school facilities. Need to detail the set-up for the rooms and we can talk about this at the next meeting. Need 11 rooms and the library is generally the room for materials. Think about a microphone system (town of Henniker has one).

Action: Michelle will contact Amanda with some of the extra things that might need to be in place.

11. Facilitators: Students from the School of International Training. Michelle has 20 people that she can use as facilitators. Two or three people from the town are interested: Louise Franck Cyr, Lisa Lamphere, Laura Scott.

12 Misc. Logistics

a. Jen Conner will do the historical overview. Will she need PowerPoint? Amanda to meet with her this week.

b. Planning Board overview: Laura Scott will ask at the Planning Board meeting if anyone wants to speak at the Community Profile introduction on how the information will be used by the planning board.

c. Census info: Michelle will make copies of the community information that is on that state website. These can be picked up at the registration table.

d. Conservation commission has a good map on the website. It has land use and a basic road map. Martha has some hard copies that can be hung up. At the last profile, people put up pins to show what wildlife they saw. Martha will organize this and get this ready for the weekend. Michelle reminded the committee that people could put up pins where they live. Martha will do that also. Consider also pins on a map of the US to indicate where people came from before Henniker.

Michelle will bring nametags for people.

Next Meetings:

March 9 at 6:30-8:00pm at the Grange

April 6 at 6:30-8pm at Community Center (Formerly Facilitator Training)

Adjourn at 8:00pm