

MINUTES

Wednesday, February 01, 2023

This meeting will be conducted in person
and electronically (via Zoom) at the

County Hall Building
Delegation Hall
12 Court Street
Keene, NH 03431

Zoom Call-in Number: +1 646 558 8656

Meeting ID: 409 748 8803

Pin #: 6031233

Start Time 8:30 AM

Present: Commissioners Jack Wozmak, Robert Englund, and Terry Clark
Staff: County Administrator Coates, Finance Director Trombly, Sheriff Rivera, and Assistant
County Administrator Bouchard

Guest(s): Kate Kirkland, Lead Abatement Consultant for Sullivan County; Derrick Ferland, Manager, Sullivan County; Elizabeth Dragon, City Manager, City of Keene. Keene and Peterborough Chamber of Commerce Executive Director Luca Paris and Jamie Trowbridge, Publisher, Yankee Publishing.

At 08:37 AM, the Commissioners opened the meeting, and all responded as “present.”

Public Comments

Upon recognition from the Chair, a Public Comment on topics of interest may be made, at most three (3) minutes in length.

I. Elected Officials & Department Head Updates

To receive, as informational, departmental updates requiring Commissioner review, participation, approval, and impactful departmental and operational issues.

II. Scheduled Items

Master Agenda Item #1065: Status of Monadnock Regional Branding Efforts- Luca Paris, Jamie Trowbridge

Action Expected: To receive, as informational, a report on the progress and status of the Monadnock Regional Branding program.

Paris was then recognized and said that the program was off and running and that the T-Shirts and stickers that were handed out were just the beginning of the campaign.

Trowbridge then provided an overview of the work completed and discussed that the North Star group conducted over 125 site visits.

Monadnock Region Brand Presentation

North Star Ideas
+
Greater Keene and Peterborough Chamber

North Star's Research by the Numbers

125+ Site Visit Conversations: intercepts, focus groups, interviews & calls with community members and leaders throughout the region

858 Community Survey Respondents from throughout the region to uncover what makes us special

32 External Perception Calls to residents of Western Ma, Northern NH, and other nearby areas to get their interpretations of the region

1185 2020 UNH Consumer Responses

= More than **2200** unique inputs during the research

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Monadnock Region Logo & Tagline



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Target Audience & Geography

28-45 Years Old

New and Soon-to-Be Families

Seeking Higher Quality, More Family-Friendly Getaway/Lifestyle



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Growth Strategy



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Marketing Plans, in process at this time:

Q1: \$70,000 Digital Advertising Campaign with Communicator's Group

- Search, Display, and Social Media Remarketing
- Direct Placement Advertising and Email Marketing campaigns
- Podcast and Video Ads (Hulu, Peacock, Netflix, etc.)
- Local advertising (community engagement): The Keene Sentinel, Monadnock Ledger, The Colonial, etc.

Q2: Regional Guide (Thrive Guide) prepared by Yankee Publishing

- Distribution plan for 10,000 print copies
- Yankee publishing distributing electronically to 150,000 subscribers

Partner with local employers and hotels/inns to promote www.MonadnockNH.com

- Continued development of content that supports efforts to attract visitors and new employees

Develop co-branded marketing campaigns with KSC and FPU

- Introduce parents and their high school aged children to the region
- Enhanced effort to convert students to residents (and local employees!)

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Continued Fundraising

In addition to the EDA grant we were awarded in 2021 and the 2022 ARPA funds from Cheshire County (thank you!), we continue to seek funding:

- We've received 3 rounds of JPP grant funding from the NH Division of Travel and Tourism, covering more than \$50,000 in costs
- We have been invited to apply for additional ARPA funds from Hillsborough County
- We continue to meet regularly with potential donors

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Master Agenda Item #1066: Sullivan and Cheshire County Lead Abatement Program. - Kate Kirkland, Derrick Ferland, Elizabeth Dragon,

Action Expected: To receive as informational a report from the Manager of Sullivan County on the current status of a multiple County lead abatement program.

Coates said that this item was removed from the agenda today as a meeting has already taken place with Sullivan County, and it was determined that due to the current workload and the number of in-process projects, it is felt that we need to consider the program for next year.

Dennis Calcutt, Director of Connected Families NH, was then recognized and spoke to the need to onboard two positions scheduled in July to be moved to the beginning of April to support the Keene and Claremont offices. Warp Supervisor and Trecc Supervisor.

III. County Administrator

Weekly Operations Report - The County Administrator will update the Commissioners on activities that have taken place since the previous meeting.

Coates said the United Way event at Monadnock Ford went very well and that a number of community members turned out in support.

He discussed the Emergency Medical Services (EMS) grant that is in progress for \$350K. He stated that there is a total of \$3.5M available from state funding and that if the nine other counties do not request grant funding for this purpose, then the remainder could be available for the county to request funding beyond the initial \$350K.

Coates then said that the \$940K for the Nursing Home reconstruction was approved by the Executive Council last week, and the County is awaiting formal notification that the funds have been made available.

He reminded the Commissioners that an Executive Committee budget review would be held at the Department of Correction next Monday beginning at 9:00 AM. Breakfast, lunch, and tours will be available for attendees.

Coates said that the grant for the Sheriff's dispatch radio upgrade from Northern Borders is still in the process of review and that 38 pages of documentation for the requested environmental review requirement were sent to the review committee. He stated that if this timeline follows our other experiences, it will take about six weeks before we receive any information.

An extended discussion of revenues for the Nursing Home began, and several issues concerning funding were covered in detail.

Coates brought forth an email from NHRS that is being circulated and has been identified as fake and should be ignored if anyone on staff receives it.

Coates then said that in the past few years, the County had helped Hundred Nights Shelter with the funding of hotel rooms at the Best Western, and \$10,682.00 has been requested to help house two families this year. In the past, the Hemenway Trust funds have been used to support the program.

Commissioner Wozmak stated that the County had supported these requests in the past as part of its obligation to help County citizens who are in great need.

Following discussions, Commissioner England moved to approve the request for the \$10,682.00 for family room rental at the Best Western to be administered by Hundred Nights Shelter, and Commissioner Clark seconded the motion. Upon roll call vote, the motion passed unanimously.

Coates said that a meeting with the town of Marlow with the select board to present the EMS status would occur on Monday evening.

Coates said that the Town of Westmoreland asked for a meeting with the County to discuss EMS services last week. He said the meeting went very well, and the requested pricing for an EMS contract with the County was provided. He noted that a select board vote would take place on Thursday.

IV. **Old Business**

V. **New Business**

VI. **Consent Agenda Items:**

Vote to accept the Weekly Manifests for February 01, 2023, and the meeting minutes of January 25, 2022.

Commissioner Englund moved to accept the Manifest and minutes as presented, and Commissioner Clark seconded the motion. Upon roll call vote, the motion passed unanimously.

VII. **Calendar**

Action Expected: To accept the calendar as informational and to make necessary changes/additions.

VIII. **General Discussion for Commissioners**

Master Agenda Item #673: Commissioners - State Cost Shifting Letter and Restorative Justice Program

IX. **Nonpublic Sessions:**

X. **Adjournment**

At 11:40 AM, There being no other public business to discuss, Commissioner Wozmak moved to adjourn the meeting, and Commissioner Clark seconded the motion. Upon roll call vote, the motion passed unanimously.

Recorded and edited by:
R. Bouchard
Assistant County Administrator

Reviewed and submitted by:
Terry Clark
Clerk, Board of Commissioners