



COMMISSIONERS MEETING

MINUTES

Wednesday, July 12, 2023

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

County Hall
12 Court St
Keene NH 03431

Start Time 08:30 AM

Present: Commissioners Jack Wozmak, Bob Englund, and Terry Clark

Staff: County Administrator Coates, Finance Director Trombly, Superintendent Iosue, Grants Manager Bansley, Grants Assistant Robinson, Maplewood Nursing Home Administrator Kindopp, Project Manager Bouchard, and Executive Assistant Gouger

Guest(s): Greater Monadnock Collaborative Present Luca Paris, Greater Monadnock Collaborative Project Manager Julie Schoelzel, CEO of Yankee Publishing Jamie Trowbridge, County Owner's Representative Steve Horton, UNH Extension Forestry Field Specialist Matt Kelly, Cheshire County Conservation District Manager Amanda Littleton.

At 8:31 AM, all Commissioners 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.

Superintendent Iosue updated the DOC regarding flooding and noted that everything has progressed well. There have been no major issues or damage.

Maplewood Nursing Home Administrator Kindopp said River Road is now open, but Partridge Rd is still closed. She said they have not altered their staffing but have had some staff call out due to flooding, etc.

II. Scheduled Items

Master Agenda Item #1101: Cheshire County Title VI Civil Rights Policy & Plan and Language Assistance Plan – J. Robinson

Action Expected: To discuss and vote to accept a Title VI Civil Rights policy and plan and an updated/revised Language Assistance Plan

Robinson said the Civil Right policy is done for the Department of Transportation. It states that they do not discriminate and provides a list of translation resources.

Commissioner Englund moved to accept a Title VI Civil Rights policy and plan and an updated/revised Language Assistance Plan. Commissioner Clark seconded the motion, and upon roll call vote, the motion passed unanimously.

Master Agenda Item #1102: US DOJ JAG FFY23 Application and MOU with City of Keene – S. Bansley

Action Expected: Vote to apply for \$12,155—to be shared with the City of Keene—for the term 10/1/22-9/30/24. Funds will be used to continue the cellular connectivity and smartphone data packages. The application is officially made public at this meeting, and the public may comment on it before the acceptance of funds, which will be on or after August 12, 2023. A public hearing will be held upon a sufficient number of requests from the public.

Bansley said this grant partly goes to the cellphones that the deputies carry, which happens annually. The funds will continue the cellular connectivity shared with the City of Keene.

Commissioner Englund moved to apply for \$12,155—to be shared with the City of Keene—for the term 10/1/22-9/30/24. Funds will be used to continue the cellular connectivity and smartphone data packages. The application is officially made public at this meeting, and the public may comment on it before the acceptance of funds, which will be on or after August 12, 2023. A public hearing will be held upon a sufficient number of requests from the public. Commissioner Clark seconded the motion, and upon roll call vote, the motion passed unanimously.

Master Agenda Item #1103: Monadnock Collaborative Promoting the Region Presentation – J. Schoelzel

Action Expected: To serve as an informational presentation for the Cheshire County Commissioners.

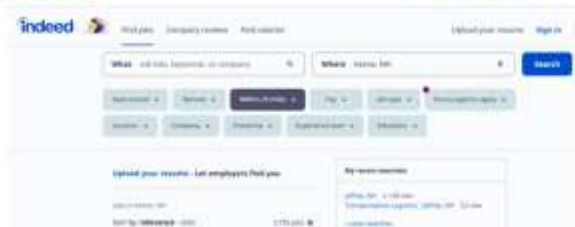




*A Quick
Reminder -
Why Are We
Doing This?*

What NH's record-low unemployment means for the Monadnock Region

By The Merce Sentinel Staff | Oct 1, 2021



*Turning
Weekenders into
Workers*

Create Great
Content

Videos, Photos, Website,
Regional Guide, Maps,
Itineraries

CALL NOW TO GET

Get It Out There

Display Ads, Email Advertising,
Podcast Advertising,
Streaming, Social Media

CONNECT

Campaigns for the Monadnock Region Pillars Spring 2023



- **Live Here**
 - *Google / Facebook / Instagram*
 - *Hartford-NewHaven CT / Worcester MA*
- **Visit Here**
 - *Google / Facebook / Instagram / Video / Newspapers*
 - *Hartford-NewHaven CT / Worcester MA*
- **Work Here**
 - *Google / Facebook / Instagram*
 - *Worcester MA / Manchester NH*
- **Locals**
 - *Facebook / Instagram / Google / Newspapers*
 - *Monadnock Region*



Digital Ad Performance Spring 2023 Budget \$28,000



Campaign Overview

Summer 2023

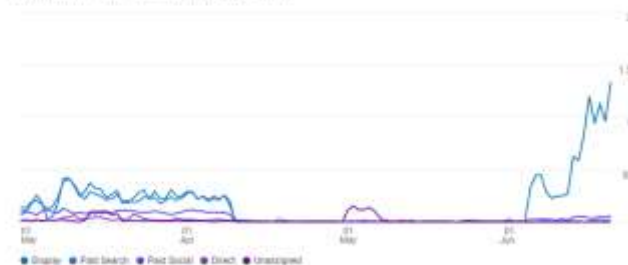
We developed four campaigns for summer based on available targeting and audiences.

- Outdoor Activities
- Water Activities
- Views and Brews
- Arts and Entertainment
- Google Grant



Ad Users March 14 to June 15

New users by first user default channel group over time



Advertising Performance – Engagement

- 88% of site traffic is coming from digital ads
- Returning users continues to grow as campaigns introduce new visitors
- Remarketing will grow return visits even more
- 26% of visitors from ads engage with the site (scroll down page, stay and read, click, etc.)



May 14 – June 19

Thrive Guide: 2023 / 2024

- 68 Pages
- Produced by Yankee Publishing
- 10,000 Copies Distributed
- 125,000 Digital Copies Emailed to Yankee/NewEngland.com Subscribers
- \$50,000 in Advertising



Next Steps: Marketing



- Continued Digital Advertising
- Continued Content Creation
 - Videos
 - Photos
 - Thrive Guide Produced Annually
 - Webpages
 - Dedicated Monadnock page: logistics, stories, safety, packing recommendations, artistic inspiration
- Continued Influencer Partnerships
 - 3 Influencers coming to Cheshire County this summer - total reach, 500,000 followers
 - All influencer contracts include promotion and assets (photography/video) for us to use in perpetuity.

Next Steps: Financial Sustainability



- EDA Funding for July 2023 - March 2024 Campaign
- Continued Support From NH Division of Travel and Tourism Development (already secured \$86,404 in grants).
- Passed first round of NBRC Application for marketing campaign targeting potential college students and young adults to study and work in the region.
- The Greater Monadnock Collaborative is hiring a dedicated Development Director which will focus on community fundraising to support this initiative.



Coates said that he believes that the work that they are doing is starting to make a difference. However, one area needs to be addressed, and it is the businesses that need to jump in and be supportive.

Coates said that pro-share funds have a matching donation to see the program continue to progress.

Paris said that the Monadnock Collaborative project needs to continue to work on promoting the region as part of its strategic plan. They are committing to go out and find monies to keep the program running. Promoting the region is a huge aspect when businesses join the collaborative.

He also said that as a regional chamber, they have more pull than just being a chamber of commerce, which is a business draw.

Master Agenda Item #1104: Proposed Amendment to the Joint Powers Agreement for CPCNH – T. Clark

Action Expected: Vote to approve the amendment to Article XVI, Section 2 of the Joint Powers Agreement of the Community Power Coalition of New Hampshire, as presented.

Clark said at the inception of CCPNH, they made joint procurement documents that could only be edited or changed once per calendar year, and the new amendment states that they can now make changes at any board meeting moving forward.

Commission Wozmak moved to approve the amendment to Article XVI, Section 2 of the Joint Powers Agreement of the Community Power Coalition of New Hampshire, as presented. Commissioner Englund seconded the motion, and upon roll call vote, the motion passed unanimously.

Master Agenda Item #1105: Pro-Share Project Funding – C. Coates

Action Expected: Vote to adopt recommendations for pro-share project funding as recommended by County Administrator Chris Coates.

Request	Amount	Description
2023 Pro Share Recommendations		
7/12/2023		
Amount Received	\$ 5,435,520.00	
Amount Previously Budgeted	\$ 2,310,000.00	
Excess Received	\$ 3,125,520.00	
Keene Chamber Match	\$ 100,000.00	Provide Funding to Keene Chamber of Commerce for match
Red Barn Westmoreland	\$ 150,000.00	(to offset the \$112,000 - Congressional Spending Request)
Temp hire for Scanning	\$ 20,000.00	Hire temp employee to do scanning of old personnel files
White House at Lake Street	\$ 1,500.00	Furnishing for rental housing for Agency Nurses at Lake St, Swanzey
Paving @ Lake Street	\$ 50,000.00	Paving necessary to create additional parking for Nursing rentals at Lake St
Janitor Keene - Keene	\$ 10,000.00	Increase position from 32 to 40
Connected Families	\$ 18,000.00	Funding to wire connection between 86 West Street Rental property
Farm Facilities	\$ 15,000.00	Add'l Timber harvesting for cemetery in Westmoreland that we have determined to be County property
Pod Cast Funding	\$ 10,000.00	Funding for Equipment
MNH Cap Reserve	\$ 250,000.00	Set aside in MNH Capital Reserves
ALF Cap	\$ 5,000.00	ALF Nursing Stations (originally requested - Delayed for ProShare)
ALF Cap	\$ 9,032.00	ALF Blinds (originally requested - Delayed for ProShare)
Fund Balance	\$ 750,000.00	Set aside in Fund Balance to offset 2024 Taxes to be raised
Fund Balance	\$ 1,736,988.00	Set aside in Fund Balance for consideration for future year reduction of taxes to be raised.
Subtotal	\$ 3,125,520.00	

Bansley said that regarding the Red Barn project and the Congressional Spending Request in the program, the congresswomen in Washington will take the vote to Congress. This request is remarked as a USDA grant, and they will have to apply as a USDA applicant. The money will be received if the project proposal meets all the criteria.

Bansley said that they were not told match for the grant is 85%. The USDA has agreed to make the case that this project specifically that this project does not need to meet the 85%. There are letters from the community in support of the project and its potential.

Coates said that the USDA has been very helpful, and they are very excited about the project.

Kelly said Cheshire County is unique in that they are the only County that does not have a classroom next to their farm, and said there is no shortage of ideas for what they could do with the space.

Littleton of the Cheshire Conservation District also supported the project and discussed all of the ways that the Conservation District would benefit from the project as well.

Commissioner Englund moved to adopt recommendations for pro-share project funding as recommended by County Administrator Chris Coates. Commissioner Clark seconded the motion, and upon roll call vote, the motion passed unanimously.

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 there is no meeting next week, July 19 unless needed.

Coates said that with all the rain this past week, they have been in contact with the DOC and Maplewood Nursing Home, and the DOC had no issues, but the Connecticut River crested at 9 AM on 7/11 but has since moved down a level.

Coates said there had been no change with Sullivan since last week when they interviewed Rescue Inc and Richmond EMS Contracts. A contract for the town of Marlborough was sent over to the select board.

Coates said that one of the Ambulances was on a call but got stuck, and they recovered the vehicle with no damage. He said the fast car also became stuck, and they were able to retrieve it without damage.

Coates said that for the Keene Pride Party in October that will be held here, they have hired Fireworks to bartend, who is fully insured and licensed. They will sign a damage waiver.

Coates said they were sent communications from the Attorneys of Nathan Carmen, intending to bring an action suit and notice to preserve evidence.

Coates said that the keynote speaker for the County Conference in October sent over a teaser video to show the Commissioners.

Coates said there are continued discussions with Cheshire Medical Center regarding communications with interfacility transfers.

IV. Old Business

V. New Business

Commissioner Englund said that 6 of the 47 awards for the New Hampshire Association of Counties Conference in October are for members of Cheshire County.

VI. Consent Agenda Items:

Vote to accept the Weekly Manifests for July 12, 2023, and the meeting minutes of June 28, 2023, as presented.

Commissioner Englund moved to accept the Weekly Manifests for July 12, 2023, and the meeting minutes of June 28, 2023, as presented. Commissioner Clark seconded the motion, and upon roll call vote, the motion passed unanimously.

VII. Calendar

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

No meeting on July 19.

VIII. General Discussion for Commissioners

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

IX. Nonpublic Sessions:

At 10:34 AM, Commissioner Englund moved to enter a nonpublic session under RSA 91-A:3, II (a) The dismissal, promotion, or compensation of any public employee or the disciplining of such employee, or the investigation of any charges against him or her, unless the employee affected (1) has a right to a public meeting, and (2) requests that the meeting be open, in which case the request shall be granted.

As a result of deliberations in a nonpublic session, a 2 to 1 vote was voted to terminate the employment of L.C.

At 11:31 AM, the Commissioner voted unanimously to return to public session.

X. Adjournment

At 12:01 PM, Commissioner Englund moved to adjourn the meeting. Commissioner Clark seconded the motion, and upon roll call vote, the motion passed unanimously.

Recorded and edited by:

C. Gouger

Executive Assistant

Reviewed and submitted by:

Terry Clark

Clerk, Board of Commissioners