

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

**Town of Boscawen
Beautification Committee
116 North Main St
MEETING MINUTES
Wednesday, April 3rd, 2024, at 5:30 PM**

Members Present: John Keegan – Chair, Beverly Drouin – Vice Chair, Leah Milano, & Bill Bevans – Ex-Officio.

Members Excused: Nancy Towle

Guests Present: Josh Crawford and Jenna Sanchez

Chair Keegan opened the public meeting at 5:30 p.m. and completed roll call.

Minutes:

Chair Keegan motioned to approve the draft minutes as drafted. Seconded by Ms. Milano. All in favor. None opposed.

Financial Report:

Subsequently Mr. Bevans asked about the \$39.88 charge for tools reported to have been used for the rotary. It appears to have been inadvertently posted to the Beautification expense account #3514.1a. Chair Keegan will reach out to Finance Director Kate Merrill to ask if this charge is accurate.

Chair Keegan motioned to approve the draft financial report. Seconded by Vice Chair Drouin. All in favor. None opposed.

Old Business:

Outreach Initiative with the Economic Development Committee: As a follow up to ongoing conversations with Barbara Randall, Chair of the Economic Development Committee, regarding collaborating on potential outreach efforts centered around the upcoming NHDOT work on High Street, Chair Keegan will be attending their meeting on May 7th to learn more.

Social Media Initiatives: Ms. Milano drafted a social media post that focuses on attracting new volunteers as well as donations to support the Beautification Committee's Adopt a Spots. Chair Keegan will contact town officials to confirm the contact person to be listed in these social media posts. Ms. Milano will obtain photos from Vice Chair Drouin to include in this campaign.

Chair Keegan motioned that the donations resulting from this campaign will go into the Beautification Revenue Account #3514.1 unless specifically earmarked for the Roundabout. Seconded by Ms. Milano. All in Favor. None opposed.

Online Donations: As a follow up to the ongoing conversation about how to solicit online donations, the Committee has learned that the town's new 'invoice cloud' is now in place. This new system allows a town

48 resident that is paying their tax bill or registration fees online, to have the ability to choose to round up their
49 payment to donate to the Beautification Committee. Vice Chair Drouin will email Town Clerk Nicole Hoyt
50 to learn the details of this new system so that committee members can include this information in the social
51 media campaign and website marketing.

52
53 Combining the Committee's Two Financial Accounts: Committee members discussed what might be
54 necessary to combine the Committee's 'Beautification' revenue account with the 'Roundabout' revenue
55 account and learned that this might require contacting each person who had donated funds to the
56 'Roundabout' account to ask their permission to make this change. Committee members decided that this
57 might not be possible and that they would not pursue seeking permission to make changes to the two
58 accounts. Expenses for the existing Roundabout, and the new Roundabout to be built at the intersections of
59 Routes 3 and 4, will be charged to the Roundabout expense account. Any new funds donated to the
60 Beautification Committee, unless specifically earmarked for the Roundabout, will go into account 3514.1
61 to be used for 'Adopt a Spots' and other gardening initiatives around town.

62
63 Adopt a Spots: Chair Keegan reached out to Patrick Saucier of Saucier Scapes about future involvement in
64 the Committee's Adopt a Spots. Mr. Saucier is going to visit the sites to see what might be involved. Chair
65 Keegan will meet Mr. Saucier at these sites to answer any questions he might have. Ex-Officio Bevans
66 asked if Mr. Saucier might have the option of posting an advertising sign for his company at the sight. The
67 Committee will consider this.

68
69 Historical Society Adopt a Spot: Chair Keegan visited the site and sent the committee members a hand
70 drawn sketch of numerous gardens and walkways that exist in front of the building and confirmed that there
71 is electricity already wired to the exterior of the building. Chair Keegan spoke with Elaine Clow, Historical
72 Society President, who confirmed that the Society is receptive and enthusiastic about the potential project.
73 Additionally, they discussed what work might be necessary on the trees in front of the building. She is not
74 certain that the Oak tree can or should be salvaged and indicated if they may be interfering with one of the
75 two memorial Elm trees the Society would like to save. Chair Keegan will contract Eric Guay of ESG Trees
76 located on Water Street in Boscawen to gauge his interest and get a price for trimming and removing select
77 trees. Chair Keegan will work with Ms. Towle to get a cost estimate for this Adopt a Spot project so the
78 Committee will know what fundraising will be necessary.

79
80 Facebook Pages: Vice Chair Drouin will follow up with Ex-Officio Bevans to ensure that the Committee
81 has a comprehensive list of Facebook pages from surrounding communities that we might share our social
82 media posts with.

83
84 Website: Vice Chair Drouin confirmed that the Beautification Committee's landing page is only two clicks
85 in from the Town's front landing page. She worked with town staff and has updated the Beautification
86 Committee's landing page narrative. She will continue to work with town staff to update the photos and
87 add descriptions to the photos. Vice Chair Drouin will ask if a 'Vanity URL' is a possibility to allow quick
88 access to our landing page. Committee members discussed the Conservation Commission's plans to
89 develop a website to increase their outreach. It is not clear if this new website is independent and outside
90 the town website platform.

91
92 **New Business:**

93
94

95 Election for Committee Positions:

96

97 **Ex-Officio Bevans motioned that John Keegan remain as Chair and Beverly Drouin remain as Vice**
 98 **Chair. Seconded by Ms. Milano. All in favor. None opposed.**

99

100 Development of a Town Flag: Joshua Crawford, accompanied by Jenna Sanchez, were guests at the meeting
 101 to discuss the potential of developing a town flag. Mr. Crawford is a local Vexillologist (study of flags) and
 102 is interested in gaining traction for the development and approval of a flag that represents the spirit and
 103 history of our community. Mr. Crawford brought several designs to show the Committee and examples of
 104 town flags from other communities. He explained to committee members that if the community had its own
 105 flag that this design could potentially be used on bumper stickers, mugs, and other items. Mr. Crawford is
 106 asking the Committee to assist him with soliciting feedback from community members and, at some point
 107 bringing a design to the Selectboard for approval. Committee members discussed how broad input from
 108 community members might be gathered, potentially through meetings and Facebook.

109

110 **Chair Keegan motioned that the Committee be the convener of two gatherings to solicit feedback to**
 111 **inform Joshua Crawford's proposed designs. Seconded by Ms. Milano. All in favor. None opposed.**

112

113 Chair Keegan will ask Katie Phelps about two items:

114

1. Is the role of 'convener' an appropriate role for this Committee?

115

2. Are there dates and times the Conference room would be available with the capability to obtain a
 116 'Go to Meeting' link so that people can attend this meeting virtually?

117

118 Pending Tasks:

119

- Bill Bevans will share the list of community Facebook pages with Committee members.

120

- Beverly Drouin to reach out to Kyle Poirier Landscaping about being involved in the committee's work.

121

- Beverly Drouin to reach out to Nicole Hoyt to learn about the Invoice Cloud.

122

- Beverly Drouin will update the website with current photos and ask about a Vanity URL.

123

- Leah Milano will finish the social media posts for the Town Facebook page and Instagram account.

124

- John Keegan will contract Eric Guay of ESG to get a price for work at the Historical Society.

125

- John Keegan will work with Nancy Towle to get a cost estimate for the Historical Society.

126

- John Keegan to ask Katie Phelps about what dates the conference room would be available and how to obtain a 'Go to Meeting' link for the flag outreach.

127

- Nancy Towle to reach out to Great Dane Construction about being involved in the Committee's work.

128

129 Next Meeting: TBD

130

131 **Chair Keegan motioned to adjourn. Seconded by Vice Chair Drouin. All in favor. None opposed.**

132

133 *Respectfully submitted by Beverly Baer Drouin.*

134