

**Town of Boscawen  
Beautification Committee  
116 North Main St  
FINAL MEETING MINUTES  
Wednesday, April 3<sup>rd</sup>, 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 7<sup>th</sup> 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

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

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

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

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

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

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

### **New Business:**

Election for Committee Positions:

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

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

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

Chair Keegan will ask Katie Phelps about two items:

1. Is the role of 'convener' an appropriate role for this Committee?
2. Are there dates and times the Conference room would be available with the capability to obtain a 'Go to Meeting' link so that people can attend this meeting virtually?

Pending Tasks:

- *Bill Bevans will share the list of community Facebook pages with Committee members.*
- *Beverly Drouin to reach out to Kyle Poirier Landscaping about being involved in the committee's work.*
- *Beverly Drouin to reach out to Nicole Hoyt to learn about the Invoice Cloud.*
- *Beverly Drouin will update the website with current photos and ask about a Vanity URL.*
- *Leah Milano will finish the social media posts for the Town Facebook page and Instagram account.*
- *John Keegan will contract Eric Guay of ESG to get a price for work at the Historical Society.*
- *John Keegan will work with Nancy Towle to get a cost estimate for the Historical Society.*
- *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.*
- *Nancy Towle to reach out to Great Dane Construction about being involved in the Committee's work.*

**Next Meeting:** TBD

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

*Respectfully submitted by Beverly Baer Drouin.*