

Meeting minutes

Attending: Laura Hajjar, John Loker, John Mahon, Joy Muller, Deb Paul (Town Council Liaison)

Meeting start 6:35 pm

1. Updates

- a. Beautify Londonderry Gmail account: our Gmail account is now active. Members all have access so that materials may be easily accessed.
- b. Inventory – John Mahon went through the inventory of material in the storage unit. See that attached table below. Noted that the condition of the t-shirts were good and that the safety vests were usable, but could be refreshed. In addition, the storage unit was full of other town materials, so we may want to consider an alternative location. There were a few t-shirts with insect damage. Inventory we are low on:
 - i. Youth t-shirts
 - ii. Poles for some yard signs
 - iii. Gloves – only a few pairs left.
 - iv. Grabbers – John L has only 2 remaining
- c. Budget/Account information & spending protocol:
 - i. A reminder that in our account is at present \$18,119.10 . Joy obtained information from Deb Padykula with a history of revenues and expenses. Upon examination, the revenue is from donations from businesses over the years. The expenditures are for consumable supplies for Beautify Londonderry Clean-up, marketing for Beautify Londonderry, town signs, and planting efforts in the town. Some additional information from Deb:
 1. Any expenditures need to be approved by the committee and will go through Bob Kerry or Steve Cotton to the finance department for payment.
 2. Beautify Londonderry is considered part of the Town. We can give businesses the Town's Tax ID number, which is 02-6000499.
 - ii. Discussion by the committee for a full understanding of the status of the committee and funding. Decided that, as Chair, Joy will speak with both the finance department and a town solicitor to understand the status of Beautify Londonderry. We need to clarify if we are indeed a non-profit and how our funds are to be raised and spent. Deb Paul suggested using the resource of NH Municipal Association for the RSA's that would govern our committee. The Beautify Londonderry is comprised fully of volunteers that are not approved by the Town Council, but have oversight by the Solid Waste and Environment Committee. John M. volunteered to look into the resources and expertise at the Municipal Association.
 - iii. Discussion by committee also indicated that further movement on spending should wait for full understanding of the status. It was noted that we will further the discussion of the direction of the committee at the next meeting.
- d. Outreach to schools:
 - i. Laura sent emails to 10 school contacts right before the holiday break and received positive feedback.

1. From the HS: House 4 Vice Principal will gladly spread information, especially to the sports teams; NHS is interested, and North Elementary School Student Council would like to be involved. Laura will continue to reach out to school groups during the next few months.
2. In addition, Laura will contact church groups, Women's Club, Lion's Club and Rotary and other civic organizations.

2. New

- a. New Signs: John L brought in samples for new sign advertisements from Kerry Marsh of Spectrum Marketing. After discussion of budget and looking at the inventory, we are going to hold off on purchase decision.
 - i. Foldover sign (committee though too flimsy)
 1. One color: 25 with wire frames: \$202.50
 2. Two color: 25 with wire frames: \$312.50
 - ii. Screenprinted sign 24"x18"
 1. One color: 25 with wire frames: \$297.75
 2. Two color: 25 with wire frames: \$453.75
 - iii. **Digitally printed sign 24"x16" – this is the one committee liked best**
 1. **Color: 15 with wire frames: \$299.25**
 - iv. LARGE Digitally printed sign 48"x24"
 1. \$27/sign – need metal stakes and zip ties to hold
- b. Windbreakers – John L checked with East Coast Outfitters. Right now there are no windbreakers of the lightweight quality and the color that we are looking for. He did find some larger safety vests that have the space for us to put our "Volunteer Beautify Londonderry and Logo" onto. Purchasing vests with printing:
 - i. 25 total - \$22/vest
 - ii. 50 total - \$18/vest
 - iii. 100 total - \$16/vest
- c. The turnaround for these is about 2-3 weeks. We first need to committee to an understanding of our committee status and then deciding on the branding and if/when we purchase new items.
- d. Discussion on pairing with Green Team for planting. Look at a Town map of potential areas to plant around neighborhood areas. Use resource of the Garden Club to give ideas on plants that are suitable for given areas.
- e. Mission statement/webpage: Our webpage needs to be reworked completely. John M. took a look:
 - i. Mission statement is overly long – John M will reach out to all committee and solicit ideas for re-working so clear/concise vision.
 - ii. Pictures are from years ago.
 - iii. Business solicitation letter is from years ago
 - iv. Information on committee contacts is incorrect.
- f. Future focus of next meeting:
 - i. Define our committee
 - ii. Plan the branding
 - iii. New purchases

Action Items checkoff:

Joy

- ~~Talk to Deb about finances (see Agenda item #2) – conversation by Monday 12/07~~
- ~~Kirby about contacting for this~~
- Meeting with town solicitor and treasurer
- Ice cream at Mack's – contact Andy
- Ongoing:
 - Talk to Green Team - ongoing
 - Plan for the 2-3 Saturdays around Earth Day. April 24, May 1, May 8
- Talk to Mike – get all the paperwork and the information for contacts – within the next 2 weeks find out this information – working on this
- Reach out to scouts

John L.

- ~~Reach out to printers for signs~~
- ~~Reach out to another group for windbreakers for those of us who work on the maintenance: master picker uppers~~
- Reach out to Benson's Hardware – still doing the \$400? And Estes?

Mike will take on neighborhood groups

- Identify "neighborhood" groups – Facebook
- ~~Look into grants for funding – NH the Beautiful~~

John M.

- ~~Will work with Bob to do the inventory of the items that we have in town storage.~~
- ~~Will take a look at the website and give ideas~~
- Talk to WM being involved – could there be a PR day for them?
- Will ask Bob about the electronic sign to use for Beautify Londonderry advertising

Laura

- Ongoing - initial emails sent. Will put together a contact list of the people on the schools who can know about this. Give the dates out. ~~Will email out the dates and then do follow up later~~
 - Laura put together list of contacts for HS
 - Heal the world
 - Key club
 - National Honor Club
 - Pay it Forward Club
- Contact for 4H

Next meeting: 1st Wednesday of the month 02/03/2021

Beautify Londonderry Inventory - Dec. 2020									
LOCATES IN STORAGE SHED AT DROP-OFF CENTER:						Total #			
Yellow Signs 2' X 3'									
"Volunteer Town Clean-Up April-May"									
With in-ground posts						12			
Without in-ground posts						24			
						36			
White Signs 2' X 3'									
"Loco Sports Helping to Beautify Londonderry"						12			
Blue Plastic 30 Gallon trash bags									
6-7 cases (note: John L has another 2)						600			
Disposable Gloves						?			
TEMPORARILY LOCATED AT 26 KING ARTHUR DRIVE:									
Flourescent Safety Vests:									
One Size Fits All -									
Orange - No logos						15			
Yellow - Charles George Trucking						21			
Size 2X - Yellow - Waste Management						7			
Size XL - Mixed Orange and Yellow						6			
Size Lge - Mixed Orange and Yellow						6			
Size Medium -									
Orange						4			
Yellow - Waste Management						9			
						68			
Marketing bags:									
Tan Canvas-like Shopping Bags with BL Logo						21			
Blue Sports Bags with BL Logo						9			
Beautiofy Londonderry Frisbee						1			
Beautify Londonderry Business cards/1 Box						250			
Beautify Londonderry T-Shirts:									
Adult Shirts			Small	Medium	Large				
Blue			1	14	26				
Yellow			20	9	23				
White			5	0	0				
			26	23	49				
Youth Shirts:			Small	Medium	Large				
Blue			0	0	9				
Yellow			0	0	11				
White			0	8	0				

			0	8	20			
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